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Kirei — Making Life Beautiful

THE
SECRET

★ TO MY ★

MODERN
PARENTHOOD

VOLUME VI

MERRIES

MAGICLEAN

ATTACK

BIÖRE GUARD

NOT FOR SALE



9551000002941

PLAYBOOK

EDITION



PREFACE

by Mr. Ito Hirofumi,
President of KAO (Malaysia) Sdn. Bhd.

The COVID-19 pandemic has heavily affected people's lives all over the world, forcing a number of radical measures in force, including socioeconomic lockdown such as social distancing and working from home.

Such unprecedented measures have changed our daily lives drastically, where family life, school learning and smart working coincide suddenly, with families spending longer hours together under the same roof as never before. Parents become the only point of reference for their children since other forms of help are unavailable at hand, not to mention pregnant women with an unborn baby in their womb, which they need even more protection.

Understanding the challenges of the New Normal and in an effort to safeguard parents and families in such a critical situation with the aim of protecting expecting mums, children and families even better, Kao Malaysia further elevates the Welcome to My Modern Parenthood campaign by embracing 2021 and beyond, with more digital parenting solutions and product innovations to give consumers a greater peace of mind.

Likewise, the Secret To My Modern Parenthood VII (Playbook Edition), in collaboration with Positive Parenting Malaysia, emphasizes the importance of having a clean and safe home using efficient household and baby care solutions, where it all starts at home. More parenting guides have been developed to help expecting mums nurture better Positive Early Childhood Development, to steer through 2021 and beyond.

After all, a clean home is a safe home. Read on to get inspired and jumpstart your child's early years with a greater peace of mind with Kao, Japan's Home Care Expert.

Ito Hirofumi
(2021)



PARENTHOOD. INSPIRED. BUILT TOGETHER. TO GROW HAPPINESS.

Learn more about modern parenthood
to experience the joy of parenting!



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- *It is only for the purchase of household and diaper products.
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CONTENTS

- 01** PREGNANCY DO'S & DON'TS
(FROM MODERN PERSPECTIVES!)
pg 01-04 Important things you should know and do during pregnancy with modern perspective
- 02** CARING FOR MY NEWBORN
pg 05-08 From lifting the baby and breastfeeding to caring for the umbilical cord and more
- 03** DANCING TO THE BEAT
pg 09-18 How music helps stimulate all areas of positive child development
- 04** SLEEP BABY! WAKE UP HAPPY!
pg 19-23 Tips on getting your baby's sleep-wake cycle in check for a pleasant care
- 05** BREASTFEEDING
pg 24-25 Importance of breastfeeding, how to breastfeed, and breastmilk supply
- 06** BABY SKIN & DIAPERING
pg 26-29 Diapers gentle on baby's delicate skin for a healthy and happy baby

- 07** BABY HEALTHCARE & EMERGENCIES
pg 30-32 Types of injury and treatment and first aid kit necessities
- 08** SIMPLE ESSENTIALS
pg 33-34 Ways of baby-wearing, diaper changing and baby essentials checklist
- 09** MERRIES-
BABY'S SMILE MAKES EVERYTHING WORTHWHILE
pg 35-48 赤ちゃんの肌にずっとやさしい
What you need to know about our diapers
- 10** GET READY, DADDY!
pg 49-52 The many roles a father plays in a happy parenthood
- 11** HOME, SAFE HOME
pg 53-54 Importance of creating a safe space and general plus site-specific storage tips
- 12** BIORE GUARD -
JAPAN'S NO.1 HYGIENE BRAND
pg 55-56 Effective home sanitization and personal hygiene protection
- 13** HOME CLEANLINESS PROTECTION
pg 57-59 Sanitise your kitchen and dining room with proper disinfectants and techniques for a germ-free home

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CONTENTS

- 14** **HOW TO CLEAN SMART**
pg 60-60 The essential household cleaning items for smart and modern parents
- 15** **MAGICLEAN- JAPAN'S NO.1* HOME CARE BRAND**
pg 61-72 The modern household care you need
*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRI+ data of INTAGE Inc. (January 2020 to December 2020)
- 16** **SHARING IS CARING**
pg 73-74 The importance of sharing housework, communication, and giving compliments
- 17** **ATTACK- JAPAN'S NO.1* LAUNDRY DETERGENT BRAND**
pg 75-88 The recommended solution for your laundry
*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI+ data of INTAGE Inc. (January 2020 to December 2020)
- 18** **PARENTING 101**
pg 89-90 Cope with challenges and stress, take care of own health, and develop a connection
- 19** **BONDING THROUGH SENSES**
pg 91-93 Establishing bonds of love and digital not a replacement for parenting

- 20** **HEALTHY EATING**
pg 94-98 A baby's ideal nutrition, food preparation methods, and proper food storage
- 21** **BUDGETING FOR YOUR BABY**
pg 99-99 Tips for budget planning and expressing creativity through DIY
- 22** **IMPORTANCE OF VACCINATION (FROM TYPES TO SCHEDULES)**
pg 100-104 Types of immunisation, common myths and disease prevention for your baby
- 23** **GETTING BACK IN SHAPE**
pg 105-108 Proper exercise and diet to get yourself look good after delivery
- 24** **KEEPING UP-TO-DATE WITH MODERN PARENTING METHODS**
pg 109-112 Be a resourceful parent to tap into the wonders of modern parenting
- 25** **THE NEW PARENT MONTHLY JOURNAL**
pg 115-152 Celebrating your baby's growth and development with us

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Pregnancy Do's & Don'ts

(From Modern Perspective!)

IT'S ALWAYS BEST TO LEARN WHAT YOU CAN, ESPECIALLY WHEN IT COMES TO PREGNANCY. HERE ARE SOME BASICS YOU WILL NEED TO BE AWARE OF:



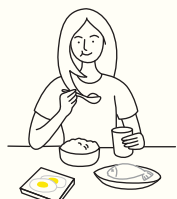
LEARN YOUR RISKS TO BETTER MANAGE THEM:

Pregnancies for women above 30 years of age carry higher health risks for both mother and infant.



GET FIT TO STAY ON TRACK:

Aim to achieve a healthy body weight. Underweight, overweight and obese women face increased health complications for mother and infant.



EARLY NUTRITION:

Opt for healthy foods before pregnancy to build up an adequate nutrient supply.



SMOKING/VAPING:

If you (or your partner) smoke/vape, now is the time to quit.



ALCOHOL:

Regular consumption can harm foetal development.



CAFFEINE:

It has a detrimental effect on both the heart rate and growth rate of your foetus.

HOUSEHOLD CHORES & PREGNANCY



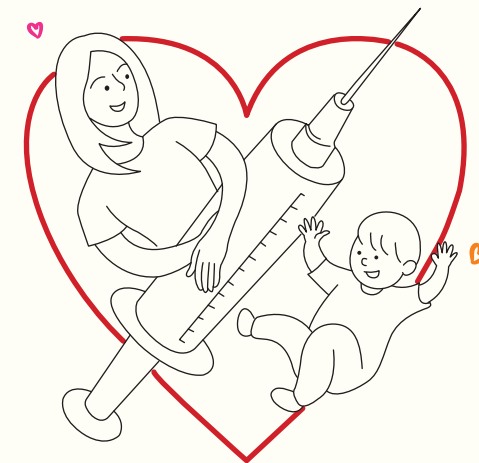
It's generally safe to continue with daily household chores during pregnancy (e.g. wiping floors, cleaning and washing, etc), but as a precaution, let dad attend to the heavier duties such as:

- Moving heavy items (e.g. furniture, laundry, etc)
- Handling toxic chemicals (e.g. pesticides, cat litter, paint & solvents, etc)
- Any task that involves climbing a stool/ladder and/or balancing
- Any task that involves standing for long periods of time

Got all that covered? Congratulations, you're well on your way to a successful pregnancy!

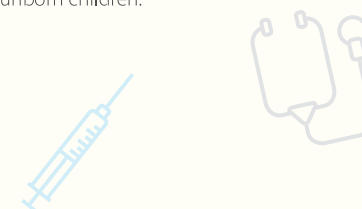


WHY VACCINATE?

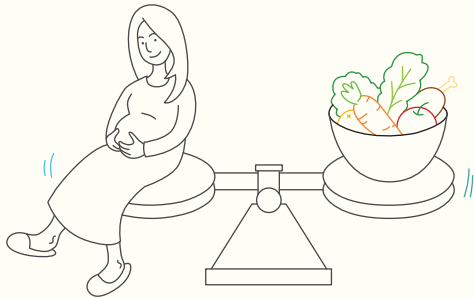


Pregnant mums share their body's nutrients, oxygen and antibodies with their foetus. Therefore, vaccines will protect mums and unborn babies from specific diseases. More importantly, the passive immunity that newborns receive from mums will protect them for the first few weeks of life. This is especially important as there is a gap time before they receive other vaccines that can only be given at 2 months of age.

Don't hesitate to ask your doctor more about pregnancy vaccinations, as they will recommend and schedule vaccinations accordingly. Vaccines during pregnancy like the tetanus jab is a must. You may also want to consider influenza and pertussis. The covid vaccine is recommended if you have not had yours! Booster shots and annual vaccinations may also be needed to ensure better protection for mums and their unborn children.



STILL EATING FOR TWO?



This saying has perpetuated the age-old myth that pregnant mums need to eat twice what they usually do. Bear in mind that the energy and nutrient requirement of the foetus is less than mum's, so you should not be eating double!

A woman within the healthy BMI range should aim for a weight gain of around 12.5 kg by the time she is ready to deliver. Your weight gain should be regulated by a healthy, balanced diet that contains plenty of fresh fruits and vegetables.



Trivia: Where does the weight go?

At birth, baby's weight is 3 kg or less. The rest of the weight goes to the placenta, amniotic fluids, breasts, increased blood supply, body fat and an expanded uterus.

EATING QUIRKS!



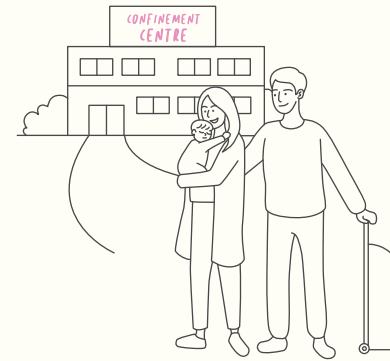
Pregnant mums have a lot to deal with, and some pregnancies are easier (or tougher) than others. Nausea and food cravings are common but can be unique. If you have less appetite, opt for smaller meals taken throughout the day.

To deal with food cravings, take just enough to satisfy your taste buds, not your tummy! If constipation is a problem and you're already drinking enough water, just add more fibre to your diet.



Try to stay physically active as much as possible but take it slow and easy by walking or swimming. Don't overdo it as the priority is to keep yourself and your unborn child healthy and safe.

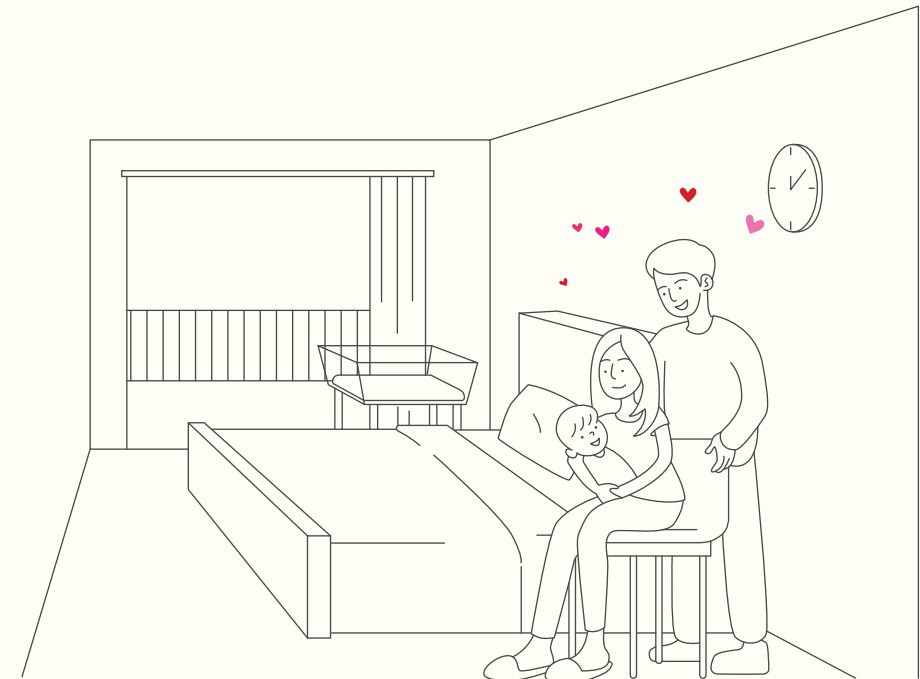
CONFINEMENT TIME



Whether you're just old-fashioned or following time-honoured traditions, it's still common for Malaysian mums to practise a confinement period with various pantang-larang.

Confinement is meant for the new mum to give time for her body, mind and emotions to heal and recover. Confinement centres are popular now and new mums can 'check in' without worrying about many details which are handled by the centres.

Some confinement centres may even offer bonus add-ons in the form of lessons on basic infant care (e.g. feeding and changing diapers) or post-natal therapy. Before picking a confinement centre, do your own research. Check that the centre has trained, certified and experienced staff, and read every clause in the contract before deciding where to go.

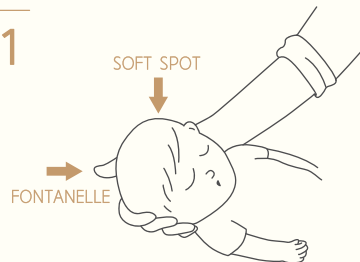


Caring for My Newborn

PHYSICAL CLOSENESS, ESPECIALLY THROUGH SKIN CONTACT, WILL PROMOTE A BETTER EMOTIONAL CONNECTION WITH YOUR NEWBORN.

HOW TO LIFT YOUR NEWBORN?

01



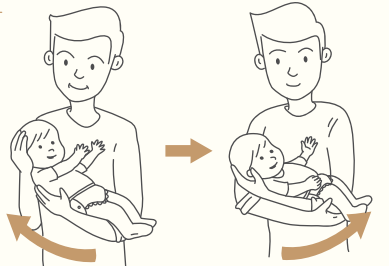
Handle him carefully, especially his head (particularly the fontanelle or soft spot on top). Always support his head and neck, as most newborns do not have strong neck muscles.

02



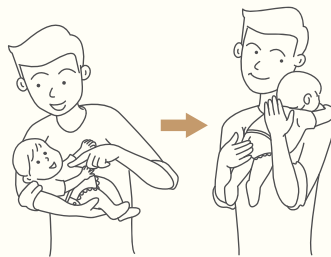
- Slide your hand under him, supporting his head/neck with one hand and his bottom with another.
- Once you get a solid hold, gently bring him to your chest.

03

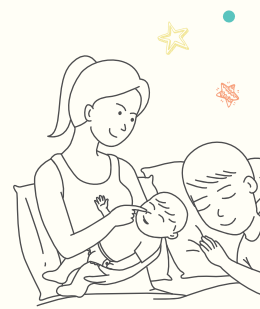


- Cradle his head against your chest and slide your other hand toward his neck.
- Gently adjust his head till it is within the crook of your arm; always make sure to support his neck.

04



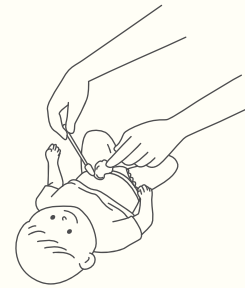
- This position allows for easy eye contact.
- Alternatively, rest him against your chest and shoulder while supporting his head/neck.



SLEEPY BABY, CRANKY PARENTS

Your newborn can sleep up to 18 hours a day. However, this often means short sleeping periods of one to three hours at a stretch, with frequent waking to feed. The first few months can be hard on parents, as they need to get up several times at night to tend to the baby. While it is possible that baby may sleep through the night from as early as two months old, every baby is different.

CORD CARE



Keep his umbilical stump as dry as possible and apply appropriate cleaning solution recommended by the doctor to keep the area clean. Avoid submerging it in water until the stump comes off on its own. The stump will change colour over time—from yellow to brown or black. Do consult your baby's doctor if that area becomes reddened or if there is a foul odour or discharge.

BEST FOOD FOR BABY



Breast milk helps in his physical and mental development and has all the essential nutrients and antibodies to help fight infections and diarrhoea. Breastfeeding is as much psychological as it is physical. Here are some preparation tips:

- Adopt a positive attitude; be confident that you can and will succeed.
- Plan the length of your breastfeeding period
- Talk to your spouse and attend breastfeeding talks/antenatal classes together
- Surround yourself with supportive people

Make the arrangements

Inform your spouse and family members of your decision to breastfeed:

- Request for the baby to be given no water or infant formula unless medically indicated. With a water content of more than 80%, breast milk is the “golden choice” and the only recommended baby food source, unless breastfeeding is not recommended by your doctor.

Also, remember to inform your healthcare team

- Make sure they know as soon as possible that you would like to breastfeed the baby after birth. The ideal time is within the first hour after delivery.

Try spending as much time with him as possible to learn his hunger cues and respond promptly. You may need to wake him for a feed in the first few weeks if he sleeps for more than three to four hours without waking up on his own. Consult a doctor if the baby continues to have difficulty waking for feeds.

Note:
Learn more about breastfeeding in Chapter 5.





ROCK-A-BYE, BABY, WHERE SHOULD HE SLEEP?

The innocence, their tiny, closed eyes, rosebud lips and fingers and toes – it's the most beautiful moment for parents to see their baby asleep. So, are they asleep in their crib, on your bed with you, in your arms as you relax on the sofa, or in the hammock? Is your baby sleeping on their back, side, or stomach? Are you feeling sleepy or wide-awake around them?



SAFER SLEEPING PLACE

The safest sleeping place is on a separate surface, designed for babies, that's close to the parents' bed. It is advisable that babies sleep in their crib, lying on their back and without a pillow; they should sleep on firm surfaces, such as a mattress, best fitted tightly in the crib, with no loose or thick material like duvet, pillows, bolster, soft toys or crib bumper to prevent Sudden Infant Death Syndrome (SIDS), suffocation or strangulation.



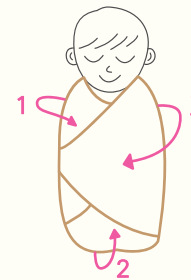
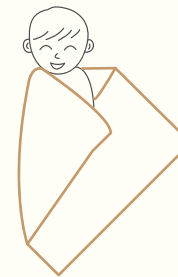
THE AMERICAN ACADEMY OF PAEDIATRICS

The American Academy of Paediatrics (AAP) acknowledges that parents often fall asleep while feeding the baby. While the AAP recommends against bed-sharing, sleeping together on a sofa is riskier. Mothers who choose to sleep together or accidentally fall asleep while breastfeeding must make sure they have a firm mattress and remove pillows, comforters, blankets, loose sheets and anything soft from the baby's sleep area; a large percentage of infants who die of SIDS are found with their head covered by bedding. Hence, the bed should also be moved away from the wall so the baby won't be trapped.



DANGERS OF USING THE BABY HAMMOCK

The baby hammock is typical in a Malaysian household. However, your paediatrician will advise against using it, as a baby hammock poses an extreme danger to your baby, e.g. falling from the hammock or hitting the floor or furniture if the baby turns over. A firm mattress is safer.



SWADDLE UP, BABY!

The AAP recommends swaddling – a traditional practice of wrapping a baby in the blanket, which resembles a mother's womb, to promote comfort and sleep while keeping them warm – when the baby is sleeping on his back; swaddling should stop when the baby shows signs of trying to roll about, which may take place in their 2 to 3 months of age, to prevent accidents.

To begin, lay a blanket in a diamond shape, on a flat surface. Fold down the top corner, and then place the baby on his back, with his neck at the folded part. Make sure the baby's right arm is down flat at his side to tuck the right side. Pull the left corner of the blanket over his right arm and across his body. Tuck the blanket under his left arm and roll baby to your left to wrap the remaining blanket under his back.

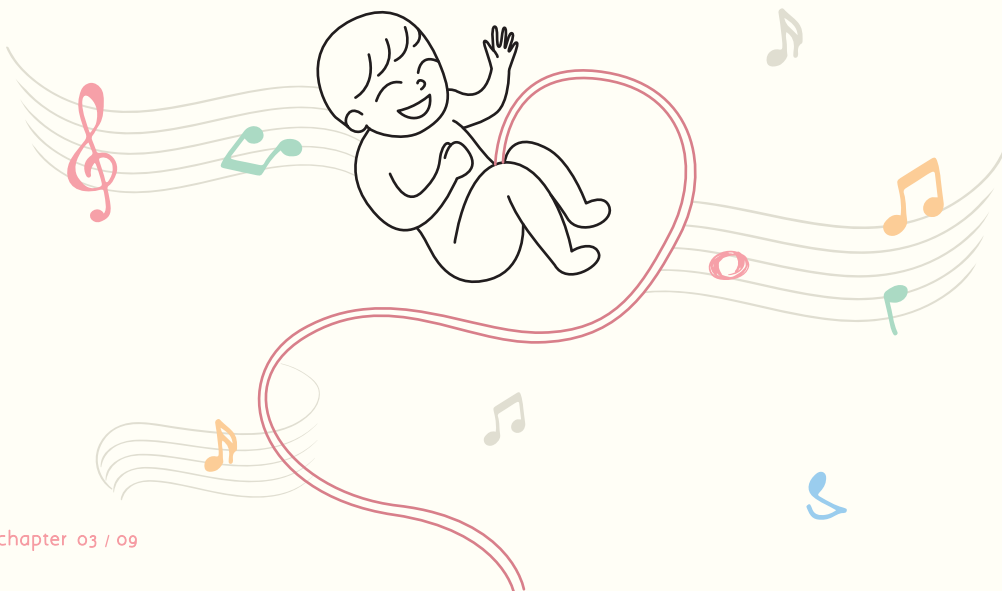
Take the bottom corner of the blanket and fold it up. Allow some room for the baby to bend and shift his legs. Next, repeat the same fold for the baby's left side, bringing the right side of the blanket across the baby and tuck the blanket underneath the body.

Dancing to the Beat

DID YOU KNOW THAT A FOETUS IS SUFFICIENTLY DEVELOPED ENOUGH TO HEAR SOUNDS BY THE 16TH-18TH WEEK OF PREGNANCY?

THAT MEANS THAT BY THE 24TH WEEK OF PREGNANCY, YOUR LITTLE ONE INSIDE WOULD HAVE DEVELOPED ENOUGH TO BE ABLE TO HEAR AND RESPOND TO VOICES, MUSIC AND OTHER SOUNDS AROUND YOU!

YOU CAN TAKE ADVANTAGE OF THIS FACT BY PLAYING GENTLE RELAXING MUSIC, ESPECIALLY FROM THE THIRD TRIMESTER OF PREGNANCY ONWARD, AND LET YOUR LITTLE ONE IN THE WOMB ENJOY CLASSICAL MUSIC OR GENTLE TUNES/LULLABIES. KEEP THE VOLUME AT A COMFORTABLE LEVEL AS LOUD SOUNDS ARE NOT RECOMMENDED. DON'T LIMIT YOURSELF TO RECORDED MUSIC AS YOU CAN TALK AND SING TO YOUR UNBORN CHILD AS WELL.



MUSIC FOR DEVELOPMENT



MUSIC STIMULATION

Music can stimulate certain parts of the brain, to boost certain skills such as language and reading. You may have heard that listening to Mozart's compositions will improve a child's cognitive abilities. The "Mozart effect" was popularised in the 1990s and is true to some extent, as classical music stimulates brain activity by encouraging neurons in the brain to make more connections. However, if Mozart isn't your fancy, try other classical composers such as Bach, Beethoven, Brahms, Debussy, Vivaldi, or even modern music, the list is endless. Just remember to pick music that is gentle and relaxing!



RHYTHMIC MUSIC

Regularly listening to rhythmic music also can calm babies. A study found that playing the same song which mum always plays during pregnancy helps calm a baby from gentle rhythmic beats. Other research also showed that gentle background music can positively affect preemies by helping to improve their sleep behaviour and can produce a calming effect by reducing their heart/respiratory rate. It is also beneficial in alleviating mum's nerves, especially if she's had a tough day.



READ AND SING

Other than music, you can read and sing to him/her too, as it will help deepen your bonds with each other. Your baby does actually recognise your soothing voice even though baby cannot understand what you say, it does help to 'shape' his/her recognition of language as it makes it easier to gain an understanding of your language of choice.



DANCE TO THE MUSIC

In the case of toddlers that are just starting to learn how to walk, you can hold their hands and encourage them to dance or move to the music. Dancing together is a fun way to help strengthen little muscles while improving physical coordination. You can 'dance' while singing to nursery rhymes; this also helps improve her language skills.

BABY TALK



Babies below three months of age have their own 'language', which you can pick up if you pay close attention. Since they have yet to learn how to talk, they will make certain sounds to 'communicate' what they are feeling at that point in time.

Pay close attention and you will learn to recognise these sounds and their meanings:



What it means:
"I'm hungry"

What to do: Feed baby



What it means:
"I'm tired/sleepy"

What to do: Put baby to bed/sleep



What it means:
"I have gas/wind"

What to do: Burp & massage tummy
/back to help relieve him/her



What it means:
"I have gas"

What to do: Burp baby



What it means:
"I don't feel comfortable"

What to do: Check diapers, air humidity/temperature, clothing/fabric may be chafing baby's skin, allergens, other causes



Your baby may make a combination of sounds - listen carefully to determine the sequence of sounds that he/she makes and attend to them in order, e.g. "Neh, Owh" means feed baby then put him/her to bed/sleep.

ENCOURAGING BABY'S COMMUNICATION SKILLS



Communication is a two-way street, so be sure to respond to your baby's attempts at talking. Avoid relying on digital gadgets and focus on quality time to help you bond with her. While every baby develops at their own pace, keep track to ensure that her developmental milestones are met; check with a paediatrician if you notice any delays.

LANGUAGE-RELATED DEVELOPMENTAL MILESTONES INCLUDE:

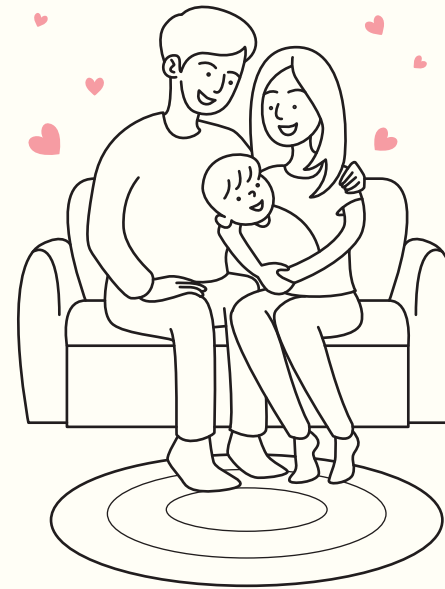
| MILESTONE | AVERAGE AGE | WHEN TO TALK TO A DR |
|--|--------------|----------------------|
| Responds to voices/sounds | 4 weeks | 6-8 weeks |
| Baby-talk (alone or to others) | 7-8 months | 10 months |
| Can say single words | 13-15 months | 21 months |
| Can string 2-3 words in a sentence | 18-22 months | 27 months |
| Able to carry out simple conversations | 3-3.5 years | 4 years |
| Conventional grammar usage | 4-4.5 years | 5 years |



OTHER RED FLAGS THAT INDICATE SPEECH AND LANGUAGE DELAY:

| | |
|------------------|---|
| BY 15 MONTHS | unable to associate names of common things, e.g. bottle, car, toy |
| | unable to say 'ma' (when calling mum) or 'ba/pa' (when calling dad) |
| BY 21 MONTHS | still uses baby talk (cannot speak any word clearly) |
| | fails to understand simple phrases, e.g. "kiss mummy", "stop that" |
| | unable to point to specific body parts |
| AROUND 24 MONTHS | has limited to no vocabulary |
| | fails to follow simple instructions/questions, e.g. "put on your shoes", "where's mummy?", "want to eat/drink?" |
| | speaks using 25 words or less |
| | has trouble combining words, e.g. "drink milk", "go out" |
| AROUND 36 MONTHS | imitates speech/action but has trouble saying things spontaneously |
| | unable to understand long instructions/questions, e.g. "take off your shoes and put them beside the door" or "what do you want to eat when we go out for dinner?" |
| | unable to combine words to form longer sentences, e.g. "want drink milk", "help me daddy" |

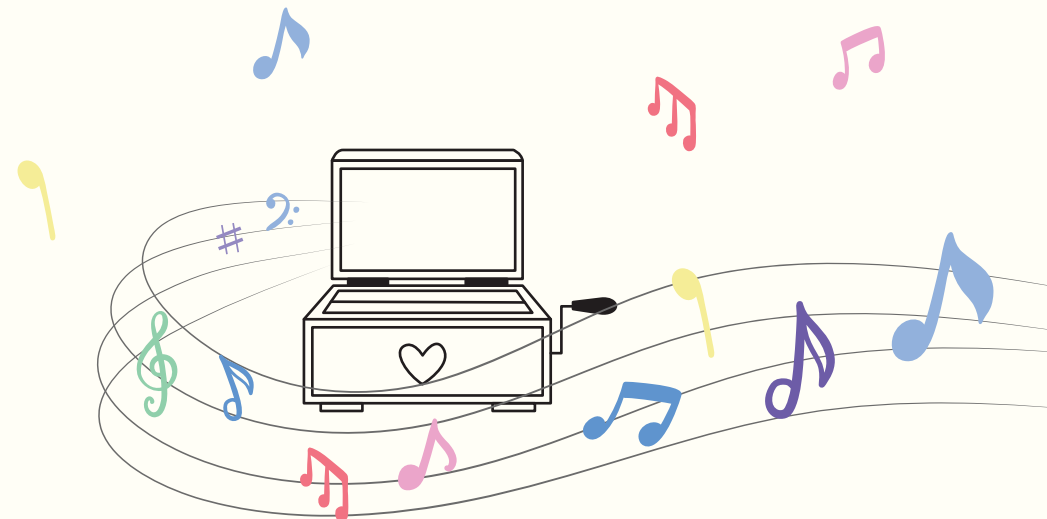
HOME ENVIRONMENT & HARMONIOUS HOME



Don't underestimate the importance of your house environment as it will have a major impact on his/her well-being. Make it a priority to provide him/her with a safe and healthy environment so that his development will not be impeded.

Pay attention to other noise pollution such as loud TV/radio/music from other parts of the house. Even adult conversations (e.g. visiting friends/relatives) can be a negative influence if the adults use unsavoury language or speak about things that are not child-friendly! Always keep in mind that the brain of a child in the early years is like a sponge which 'absorbs' all kinds of information from his five senses.

On top of this, a harmonious home is also ideal. A household that is filled with constant strife (e.g. frequent bickering, shouting or arguing) can not only cause unnecessary stress, but it may also reduce the quality of care that you can provide your baby. All of this would hinder your infant's health and mental well-being. Research has shown that in the first three years of life, a negative home/family is linked with developmental problems such as poorer language development. Another research suggested that family harmony during early childhood was a significant predictor of a child's self-esteem when he/she grows up.





BABY'S DEVELOPMENT / MILESTONES

Your baby's paediatrician will ask you about your baby's growth and development during each visit. This lets him keep track of baby's developmental milestones, which help measure whether your baby is growing normally. There are different milestones to track baby's development in speech/language, cognitive/intellectual, social/emotional, and fine/gross motor skills and are normally based on baby's age range, e.g. 0-5 months, 5-8 months, and so on.

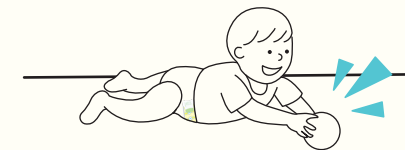
This provides you (and your baby's paediatrician) with a way to check that baby's development is on par with other infants of the same age.



GENERAL MILESTONES



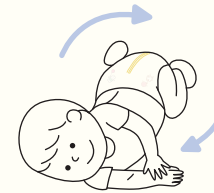
- Able to respond to voices and be more interested in watching moving objects or persons



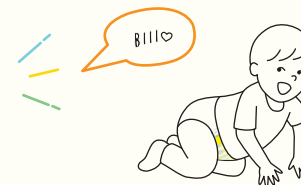
- Able to raise his head and chest when lying on his stomach
- Can grab objects
- Starts to respond by smiling at people



- Starts making baby-talk and imitates sounds. His neck should be strong enough to keep his head steady



- When placed on his back, able to roll onto his stomach and vice versa
- Able to transfer objects from one hand to the other



- Recognises his name when called
- Improved vision allows him to find partially hidden objects



- Able to sit up on his own without any help or support; starts crawling
- Can say simple words like "mama" or "papa"



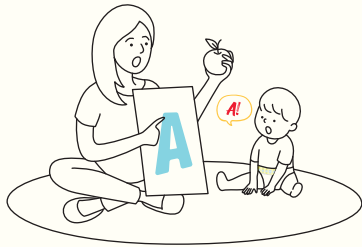
- Starts to walk on his own
- Able to say simple words
- Loves mimicking people



A GOOD START AHEAD



Your relationship with your baby will influence his/her future development. Start by spending quality time with your baby and actively exposing him to language from birth – talk, sing and read to him.



Make reading sessions fun with toys or by using different voices. This will foster bonding as your baby learns language. This also helps baby to:

- Pick up a large vocabulary of words.
- Learn how to use them.
- Associate printed letters/words with what you read.
- Gradually learn the alphabet.
- Feeds his curiosity and hunger for learning – use picture books.

NOT ALL TOYS ARE EQUAL



For the first two months, your face is ideal for keeping baby entertained. You can also stimulate your baby's eyes by placing mobile toys over his cot. By 6-8 months old, most babies will be able to sit up on their own. You can play more active games such as rolling/throwing a ball, peekaboo and "now you see it, now you don't".



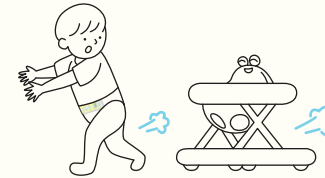
Safety should come first! Choose toys that:

- Are large enough not to fit in baby's mouth
- Have no small pieces that can be broken off and swallowed
- Have no sharp edges/points
- Have no unsafe chemicals (e.g. lead, mercury, arsenic, phthalates, etc)
- No cables/cords/strings no longer than 30cm
- Are not fragile or easily broken



As baby grows and develops, make sure your house is baby-proof. This will prevent baby from suffering unwanted injuries. The basics are:

- Installing latches on cabinets and cupboards.
- Using corner protectors on furniture sharp edges.
- Covering up electrical outlets.
- Keeping bathroom doors shut at all times.
- Cordoning off other parts of the house that have not been baby-proofed.



SAY "NO!" TO BABY WALKERS

Walkers will actually delay a child's walking development. Babies develop better when allowed to go through the normal milestones. Studies have shown that baby walkers are a leading cause of injuries in babies.



WHAT TO AVOID

When it comes to raising your baby, avoid the common modern-day pitfall of leaving it to the maid (or kakak/bibik). This doesn't mean it's wrong to have hired help, but when it comes to raising your child right, you have to make the time and effort to care for your baby as much as possible. Babies need a lot of love and affection, which should ideally come from their parents.



Sleep Baby! Wake Up Happy!

JUST TELL ME HOW TO GET THE BABY TO SLEEP!

A BABY'S SCHEDULE EXPRESSES THEIR NEEDS AND TEMPERAMENT, WITH SOME OF THEM SLEEPING MORE, WHILE OTHERS, LESS. THE FIRST THREE TO FOUR MONTHS IS A TRANSITIONAL PERIOD FOR BABIES TO ADAPT TO LIFE OUTSIDE THE WOMB. UNTIL THE BABIES HAVE A CONSISTENT SCHEDULE, IT IS NOT THE TIME TO SET A STRICT ROUTINE WHEN THEY'RE BETWEEN 4 TO 6 MONTHS OLD.

♥ BABY LOG ♥

| | | |
|------|--|--|
| Time | | |
| Time | | |
| Time | | |
| Time | | |
| Time | | |
| Time | | |
| Time | | |
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| Time | | |

Notes:

According to new recommendations as endorsed by the American Academy of Paediatrics (AAP) in 2016, the recommended minimum and maximum hours each age group should regularly sleep during a 24-hour period for optimal growth:

- Ages 4-12 months: 12-16 hours (including naps)
- Ages 1-2 years: 11-14 hours (including naps)
- Ages 3-5 years: 10-13 hours (including naps)

Newborns need 15-18 hours of sleep and often sleeps lesser after their third month. By the eighth month, they wake up lesser at night; some nights he'd be awake and cries although they require less feeding. Check their needs and get them back to bed once done.



Offer your baby the foundation to getting used to a better schedule, by introducing routines in their sleeping and eating schedule. Sing a lullaby and put them to bed when you see your baby feeling groggy, for example; over time, the lullaby becomes a cue for napping. Besides, babies are comfortable anticipating a future event.



A GOOD NIGHT'S SLEEP

Does the home need to be in pin-drop silence while your baby sleeps? Or should you train the baby to sleep under noisy circumstances? A fool-proof way is to just do what is within your control to provide your baby with some quality sleep.



DOZING TIME

Change the diapers and feed the baby an hour before they doze off; lull them to sleep in your arms. Consider cuddling, singing or rocking; go on cradling the baby for ten minutes as they slowly fall asleep before gently putting them into the cot. Have them sleep on their back to prevent Sudden Infant Death Syndrome (SIDS); make sure the baby is not too warm nor cold as you tuck a light blanket under them.



DAY AND NIGHT

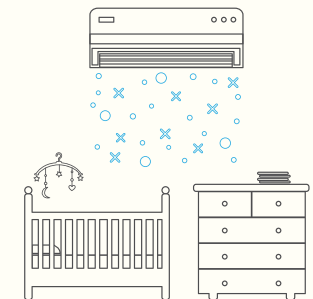
You could view daytime and evening sleeping differently. Establish a routine if you have no control over the time your baby sleeps or wakes up; let them sleep on a carry cot, your bed or in the pram during the day, and put them into the baby cot every night. Avoid turning on the main fluorescent light; however, having a night lamp prevents accidents in a dark room.



IS AIR-CONDITIONING (AC) SAFE FOR THE BABY?

Babies and newborns can't adjust their body temperature as well as adults; they are vulnerable to overheating, heat stroke, rash, dehydration or exhaustion.

A properly cooled and ventilated room helps babies sleep comfortably while reducing Sudden Infant Death Syndrome (SIDS) risks, according to some experts; it is common to keep the AC on in tropical countries like ours. However, a temperature too cold could lower your baby's body temperature and cause chills.



Here are some safety measures around the use of AC:

- Maintain a comfortable room temperature at an ideal 24-26°C
- Keep your baby away from the direct blast of the AC
- Get your AC periodically serviced for clean and efficient cooling
- AC dries up the air and may dry up your baby's skin or can trigger asthma. Keep your baby well-moisturised meanwhile. Open the room windows regularly to get some moisture and fresh air if it's not hazy outside.



THE NIGHT OWL?

Your baby cannot differentiate night and day much; cut down the frequency and duration of daytime napping to adjust your baby's sleeping pattern. Keep them alert by offering some sort of stimulation; let them sleep in lively surroundings as you carry out your daily routine before waking them up after three hours of naptime. Repeat the routine so your baby could sleep easily at night.



ALERT AND AWAKE

With age, your baby stays awake longer in the daytime and sleeps more at night; the suggestion is to cut down on his activities before bedtime. Babies can do without smart devices at an early age; the light from device screens disrupts the body from resting. Moreover, you won't want them to struggle with sleeping at night; your baby has a lifetime opportunity to be exposed to technology. So, spend time bonding with them instead; babies grow up fast and yours will get heavy and big for cradling before you know it.



BACK TO SLEEP

It might be difficult to have your baby go back to sleep after waking up in the middle of the night; pick your baby up and cuddle or feed them if they're still crying, and put them back in the cot when crying stops. Soothe your baby if crying continues; always talk to your baby softly and assure them that you're around. Pat but don't pick your baby up again from the bed unless they're cranky; leave after tucking the baby. Repeat pat-soothe-leave for every five minutes until your baby goes back to sleep; increase the routine to 10 minutes after half an hour. Doing this for weeks helps set a better sleeping schedule.



LOOK WHO'S HERE

It's best to be around when your baby is about to wake up; it gives a sense of security and assurance since the baby is not yet familiar with the surroundings. An idea involves the baby starting their day with you, giving them more comfort and safety, as your baby sees a face that they recognise.

Sleep training is one of parent's first major and toughest decisions to make, but it teaches you an important truth in parenting: There's no one-size-fits-all solution when it comes to raising kids, even if everyone tells you otherwise. For every cry-it-out advocate, there's another who swears by co-sleeping, or the no-tears approach, or something different altogether.



SLEEP LIKE A BABY!

One of the most challenging things about becoming a new parent is easing into a sleep routine that works for baby and parents. You'll probably need more sleep than ever before. With a newborn around, it is a constant "on-call" duty where baby relies on you to soothe and feed him – all on-demand!

Newborns will wake up easily and sleep for short periods for three to four hours around the clock. By four to six months old, the sleeping hours gradually become longer and may stretch up to eight hours.



GOOD SLEEP-HYGIENE HABITS

It is best to prepare your newborn with proper sleep 'hygiene' or good bedtime habits. The key is to set a routine. Insufficient sleep can result in many problems.

Start practising good sleep hygiene from the beginning. The earlier you start, the easier it is for you to establish good bedtime routine. Ideally, both parents and child should have a bedtime ritual that is conducive to promote sleep and discourages problematic sleep behaviour.

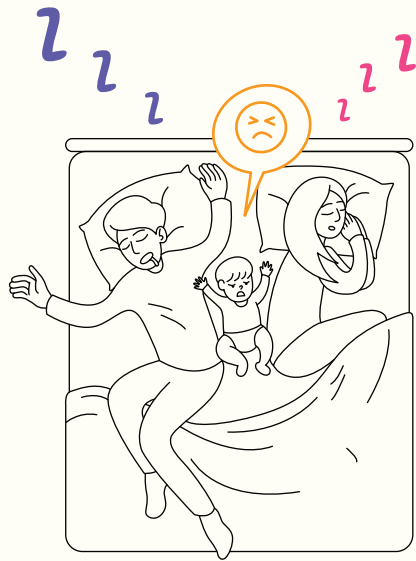
Pay attention to when and how the baby expresses the need to sleep. Some babies fuss, cry, or rub their eyes when they get sleepy. New parents and caregivers will recognise sleep patterns as they get to know their little ones over time. It is best to put babies to bed when they are sleepy, not when asleep. In terms of diapers, choose a diaper that has strong absorbency which is able to last the night and gentle to baby skin so that baby can have a good night sleep minus the discomfort!

MY BABY & MY INCONSISTENT SLEEP HOURS



"Bedtime blues... I need sleep too..."

Ever so often, parents struggle with sleep deprivation, bleary-eyed coping with their baby, sharing their fair shares of sleep problems. Babies are more likely to fall asleep quickly but the key is to pick a consistent bedtime and allow the baby to fall asleep independently (with as little help as possible). This routine will teach your baby to soothe herself to sleep, and you won't need to rock or cuddle her to sleep every time she wakes up during the night.



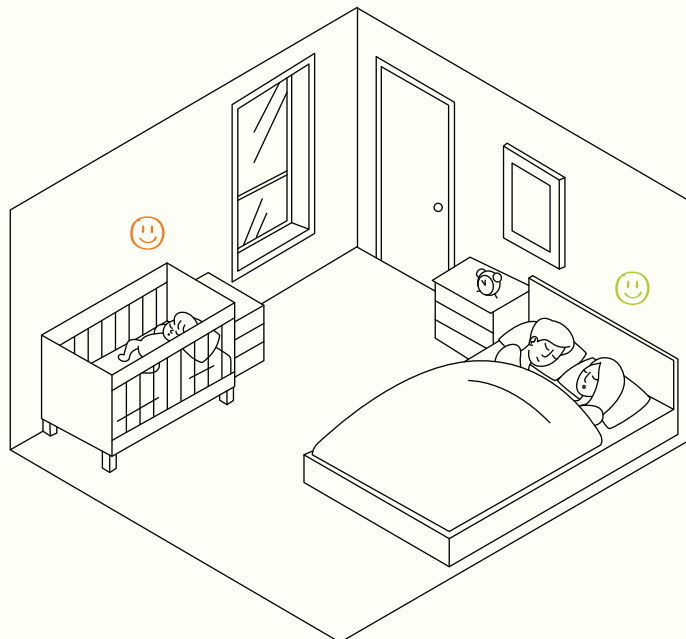
RISK OF CO-SLEEPING

Co-sleeping is holding baby at night and sleeping together in the same bed or surface.

This is a growing trend among families, especially among breast-feeding mums. The Clinical Research Centre (CRC) in Perak* conducted a study to see how common this behaviour is and if we could advise parents to change their practices. We initially followed up 95 mothers who had just given birth. One week later, we called them to check their family sleeping behaviour. We found that 61% of these parents were sleeping in the same bed as their baby.

In international data and studies, 15% to 20% of unexplained deaths in young children are attributed to bed sharing. Bed sharing practice puts babies at risk for sleep-related deaths, including sudden infant death syndrome (SIDS), accidental suffocation and accidental strangulation, especially if baby shares the same sleeping surface as a smoker or someone who is overly tired (most parents!). Room sharing (with baby in his crib) and not bed sharing, e.g. sleeping on the same surface as parents/caregiver is advisable - it in fact reduces the risk of SIDS in half.

*Source: <https://mpaeds.my/safe-sleeping-mode-for-babies/>



Breastfeeding

BREASTFEEDING JOYS

BREAST MILK IS A NEWBORN'S FIRST, MOST PRECIOUS AND NATURAL FOOD. *WORLD HEALTH ORGANIZATION (WHO)* AND *UNICEF* RECOMMEND MOTHERS TO BREASTFEED A BABY WITHIN THEIR FIRST HOUR OF LIFE. THE EARLY BREAST MILK FEED, ALSO KNOWN AS LIQUID GOLD, CONTAINS COLOSTRUM THAT IS RICH IN NUTRIENTS AND ANTIBODIES. BREASTFEEDING SHOULD CONTINUE FOR THE FIRST 6 MONTHS, WITH NO OTHER SOLIDS OR LIQUIDS, INCLUDING WATER AND GO ON FOR UP TO 2 YEARS OR MORE, WHILE PROVIDING AGE-APPROPRIATE FOODS TO SUPPLEMENT THE BABY'S DIET.

LATCH AND FLOW

You experience pain and the baby's frustration when the latch-on is incorrect. Here's how to do it right.

1. Right latch-on

- Hold the baby near to your chest and align the ear, shoulder and hip. Brush their lips lightly against the nipple until he opens his mouth.
- Allow him to take as much of the areola (brown area) as possible into his mouth. Their chin should drop with the tongue down. The lower lip should be turned out with their chin touching the breast. More of the areola is visible above their mouth.
- Jaw movement and gulping sounds are signs that your baby has latched on correctly.
- Insert the tip of your little finger into the corner of their mouth to break the suction if he doesn't stop in the absence of more milk.



2. Let-down reflex

A tingling sensation signifying a warm rush of milk soon after the baby has latched on. If you do not experience this,

it may be due to distractions, embarrassment, and the anxiety about breastfeeding, fatigue, lack of privacy or pain. Therefore, it is important to breastfeed in a comfortable, relaxed, and secure environment.

BREASTFEEDING TIME

There are a few positions you could try to see which suits you and your baby.



1. Cradle position

A classic and mothers' favourite position where the baby's front is in contact with your body; the baby doesn't need to turn his head to latch on.

- Baby's head rests in the crook of the elbow. It should not be too far into the elbow until your breast is pulled to one side.
- Support the baby's back and his bottom.
- Baby's arms should be at his side.



2. Football position

This position is ideal for mothers recovering from a C-section, who are large-breasted, nursing a premature or small baby or have twins and want to nurse both babies at the same time.

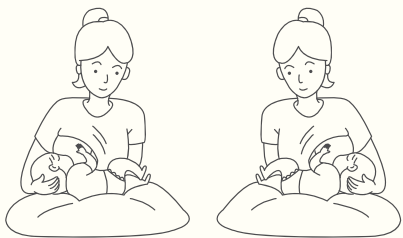
- Position the baby by your side, lying on his back with his head at the level of your nipple.
- Support your baby's head with your hand.
- Use a pillow to support the baby's back.



3. Side-lying position

When both mother and baby are tired, this position helps to allow for rest.

- Position your body with the baby facing you.
- Support your head with your arm.
- Make sure the baby's nose is at the same level as your nipple so he doesn't need to bend his neck to reach to your breast.



4. Switch breasts

Whenever possible, offer both breasts during each feed. Feed baby on the first side until he stops sucking. Remove, burp him, put him to the next side and continue feeding until he is full. You should begin the next feed with the heavier breast.



5. Burping baby

Burp your baby after each feed. He may spit out milk, so keep a napkin handy. Don't panic if he does, as this is normal. If there's no burp after 30 seconds, he probably does not need to.

- Put your baby against your shoulder.
- Rub or pat his back.

6. The dad's role

Dads can help the baby to burp milk and share this amusing story with him after he grows up; you could also help by preparing drinks for your wife to replenish the fluids she loses during breastfeeding.

MILK SUPPLY

Breastfeeding is challenging and it requires practice and time to familiarise with it. Don't be discouraged if the process and outcome are not as you expected.

- Breastfeeding in the first hour of baby's birth establishes a connection with the baby to keep feeding - the more you feed, the higher the milk production.
- Milk production depends on the size of the mammary glands in your breasts; larger breasts do not necessarily produce more milk than flat-chested mothers. Keep breastfeeding no matter how little milk you produce - your baby needs the nutrients and antibodies.
- Stay hydrated and have a well-balanced and varied diet, so your baby receives the nutrients too. Be mindful of what you consume - they can influence the milk's taste and flavour.
- Avoid coffee and alcoholic beverages, as they affect the quality of the breast milk.
- Continue to breastfeed despite feeling unwell. Your baby will be easily infected, as the antibodies build immunity in his body before your symptoms show. If your illness persists for more than 3 days, consult a doctor on continuing the breastfeeding. If you need to take medicines, ask the doctor about the safety of doing so.

Baby's Skin & Diapering

COMPARED TO AN ADULT, BABY'S SKIN IS MORE SENSITIVE AND THINNER, THUS IT ABSORBS AND LOSES WATER MORE EASILY. BECAUSE OF THIS, IT'S IMPORTANT THAT YOU USE RELEVANT BABY SKINCARE PRODUCTS WHICH ARE SAFE AND GENTLE FOR USE WITH BABY'S SENSITIVE SKIN.



DIAPER ESSENTIALS



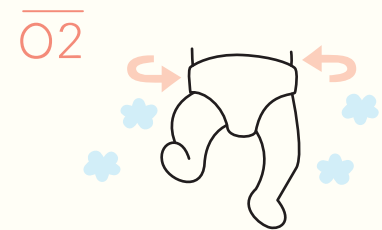
The tenderness of baby's skin means that diaper rash is a common occurrence. It often happens because baby's skin is 'wrapped up' for hours on end. This can lead to skin irritation, yeast or bacterial infection, allergies, or other factors such as insufficient or improper skin care.

5 STEPS TO PREVENT DIAPER RASH



USE THE RIGHT SIZE

Diaper size is usually based on baby's weight. However, other factors such as baby's height waist and thigh measurement have to be considered for a good fit. The frequency and amount of pee/poop from baby also determines the size for quick and effective absorbency without leakage.



NOT TOO TIGHT

Diapers should be breathable yet snug, but not tight. If you tighten it too much, it will chafe the skin and may trap air/moisture, turning it into a fertile environment for yeast/bacteria.

03



CHANGE WHEN FULL

Letting baby 'stew' in his urine or poop is bad for her skin and increases the possibility of urinary tract infections. It may also cause skin irritation, so change his diapers once they are full, even if it was changed recently.

04



USE BARRIER CREAM

This prevents baby's skin from being in direct contact with his pee and poop. Products with zinc oxide or petroleum jelly can be applied with every diaper change.

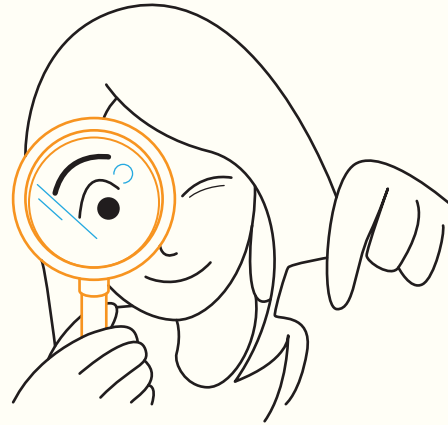
05



CLEAN GENTLY

Use soap and warm water to rinse his bottom when changing diapers. If it is not convenient to do so, use baby wipes that are free from alcohol and fragrance. When done, gently pat or air dry it. Avoid rubbing motions as it may abrade his sensitive skin. Let your baby have some diaper-free time. This allows his skin to breathe naturally.

DIAPER SURPRISES



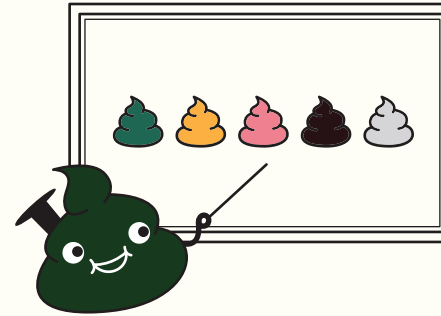
Each time you change his diaper, check his pee and poop too. Not exactly pleasant but they can provide clues to the state of his digestive health, what he has been consuming, and serves as an indicator if there's something wrong.

Your baby's pee and poop habits will change as your baby grows. But do remember these are only general guidelines. There may be differences in habits among individual babies, so it's important to understand your baby's unique habits too.



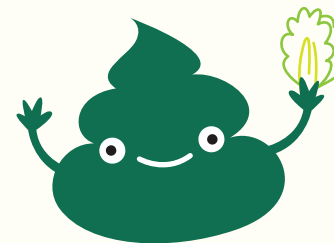
Ideally, his pee should be light yellow (or almost colourless) to a dark yellow. He should be sufficiently hydrated if he is wetting at least 4 diapers a day. Blood or any other discharge is not normal.

VARIETY OF COLOURS



Poop also comes in a variety of colours. Newborn poop starts as a dark tarry substance (blackish-dark green) called meconium (or simply foetal poop), which clears up within 2-3 days. After this, the colour usually becomes a light shade of yellow/green. Breastfed babies poop about 2-5 times a day, light yellow with seed-like bits and usually loose. Formula-fed babies have firmer and darker yellow green coloured poop, at least once a day.

Other poop colours may either be caused by food or indicate a problem. Don't hesitate to check with your doctor if you're uncertain, so watch out for these colours:



Darkgreen

Most common if starting on dark green solid food.



Orange

Normally from excess beta-carotene (carrots, sweet potato, papaya, etc.).



Red

If you have not fed your child dark-red foods and drinks, there might be bleeding caused by intestinal infection or anal fissure.



Black

May indicate bleeding in the upper gastrointestinal tract. May also be from iron supplements.



White, grey or pale

May be liver-related problem or digestion issue.



POOP SHAPE AND TEXTURE

Once he starts complementary feeding (from six months old onwards), his poop should start to have more form just like adults, as shown in the chart below based on Bristol stool chart:

| | | |
|--------|--|---|
| Type 1 | | Separate hard lumps, like nuts <ul style="list-style-type: none"> • Very hard to pass • Severe constipation |
| Type 2 | | Log-shaped but lumpy <ul style="list-style-type: none"> • Hard to pass • Mild constipation |
| Type 3 | | Log-shaped with cracks on the surface <ul style="list-style-type: none"> • Easy to pass • The standard form of stool |
| Type 4 | | Log- or snake-shaped, smooth and soft <ul style="list-style-type: none"> • Easy to pass • Considered normal |
| Type 5 | | Soft blobs with clear-cut edges <ul style="list-style-type: none"> • Easy to pass • Fibre is lacking in diet |
| Type 6 | | Mushy pieces with ragged edges <ul style="list-style-type: none"> • Urgency to pass • Mild diarrhoea • May be related to food eaten |
| Type 7 | | Entirely liquid, no solid pieces <ul style="list-style-type: none"> • Urgency to pass • Diarrhoea |

Baby Healthcare and Emergencies



RED ALERT: FIRST AID FIRST!

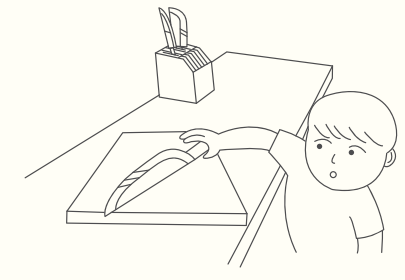
NOTHING EXCITES PARENTS MORE THAN SEEING THEIR BABY STARTING TO MOVE AND MAKING NEW DISCOVERIES ACTIVELY; THIS IS ALSO WHEN YOUR LIL' ONE MAY UNKNOWINGLY INJURE HIMSELF BY POKING, CLIPPING OR TOUCHING HOT SURFACES. THUS, PARENTS OUGHT TO LEARN BASIC FIRST AID IN CASE OF EMERGENCIES; IT'S ADVISABLE TO SEEK DOCTOR'S TREATMENT.



BURNS AND SCALDS

Often caused by scalding from hot food, drinks or steam from kitchen appliances or bath, immediately remove the clothes if the burn is covered; do not pull it off if the fabric remains stuck. Quickly run cold water onto the affected area for 20 minutes, continuously, as burn persists underneath. Do not use ice packs, cold compress, lotions, ointment or creams – they worsen the injury. Stop cooling after 20 minutes if the burn covers a large area, and keep your child warm as hypothermia can occur instantly. Drape over the burn with light, “breathable” dressing or a clean cloth.

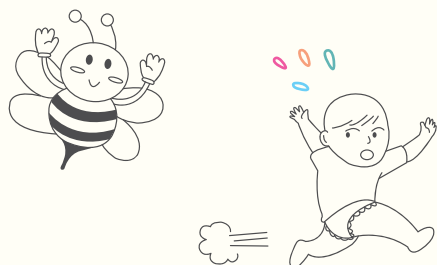
Immediately call 999 for assistance if the burn is on your baby's face, airway, hands, genitals, or if the burn is larger than your child's hand. Seek further medical attention if the burn is larger than a 20-cent coin, deep and raw, blistered or persisting in severe pain.



CUTS AND SCRAPES

These can be treated easily at home with an antiseptic formulation and a sterile bandage. First, rinse the wound with cool running water for deeper cuts. Then, place a sterile gauze, bandage or clean cloth over the wound and gently apply pressure on the affected area. Also, elevate the wounded site to reduce the blood flow. If the original bandage is soaked up, place another layer of bandage on top of the wound while continuously applying gentle pressure towards it. Replace it with a new and sterile bandage once the bleeding stops.

If you're dealing with deep or wider cuts caused by bites, burns, punctures or electricity, you need to seek immediate medical treatment; inform the doctor if your child's immunisation is up-to-date or additional protection is required, for example, against tetanus. Do not wait or be hopeful that bleeding will stop if it continues despite having applied gentle pressure.



BITES AND STINGS

Most such injuries result in a localised itch and swelling that settles within a few days. In some cases, they carry a high risk of potentially serious infection to the child (e.g. Lyme disease caused by tick bites). The worse scenario is when your child is allergic to the bug's venom. Your safest bet is to see a doctor for treatment; inform the doctor of the animal or insect involved, your child's immunisation records, and any medication or known insect sting allergies, if any.

Rinse the area with soap and water for animal bites or scratches. If it bleeds, stop it by applying gentle pressure with a sterile gauze or clean cloth, and then apply some antiseptic cream. Next, cover the area with a bandage neither too tight nor loose. Then, off to the clinic!

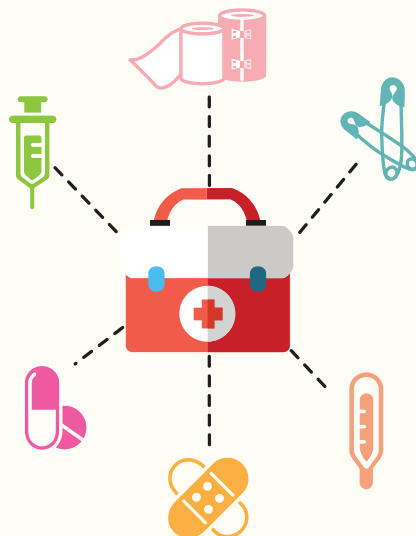
Mild reactions to insect stings and bites include red bump on skin, itchiness or mild swelling. Check the skin area if there is little or no reaction. Remove with a tweezer any insect part (i.e. bee sting) left in the wound. Then, rinse the area with a gentle-to-skin soap and clean running water. Apply a cold compress or an ice pack over the affected area to relieve swelling; never apply ice directly to the skin.

Immediate medical attention is required if the allergic reaction is severe, such as face or mouth swelling, difficulty swallowing, breathing or speaking, or dizziness or fainting—they may indicate a potentially fatal case of anaphylaxis.

Tips:

Q: Which compress reduces swelling? Hot or cold?

A: Cold



FIRST AID KIT NECESSITIES

Since they have yet to learn to identify dangers and exercise caution, our baby can be very curious and bound to injure themselves at some point in time. Hence, it is important for you to keep a first aid kit at home and know how to use it when you're in the state of panic, with a baby's cries making it difficult for you to remember what you should do in times of distress. For starters, you can purchase a kit from the pharmacy; you could pack your own box too, with a label that indicates itself as a first aid box, so that even a babysitter knows what the box is for and where it is kept in.

Always choose a durable, water-proof box that's easy to carry; it's easier to take the box to the child. The box should also have a child-proof lock and stored at a place that is out of a child's reach, yet accessible to adults during emergencies. Both mom and dad should regularly check the kit to replace expired medication or necessary items.

CONTENTS OF FIRST AID KIT

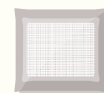
STERILE DRESSING AND PLASTER



Plasters : for small cuts and grazes.



Sterile pad : for cushioning wounds; used with plasters/bandages. Any clean, non-fluffy material (e.g. cloth scarf) can be used as a substitute.



Sterile wound dressing : for larger wounds; used to apply pressure to stop bleeding.

BANDAGES



Roller bandages : comes in rolls; used for binding wounds, supporting joints, holding dressings, providing pressure to stop bleeding/reduce swelling.



Triangular bandages : can be folded and used as a bandage/sling. Do not use for dressing large wounds and burns unless sterilised.

PROTECTIVE ITEMS



Disposable gloves : reduce infection risk when dressing wounds or dealing with any body fluids or waste.



Face shields or pocket masks : for rescue breaths - prevent cross infection.

OTHER ITEMS



Cleansing wipes : for cleaning the area around the wound.



Gauze : used for padding or to swab wounds when cleaning them.



Adhesive tape : for taping up dressings.



Antiseptic solution : for cleaning wounds; helps prevent infection.



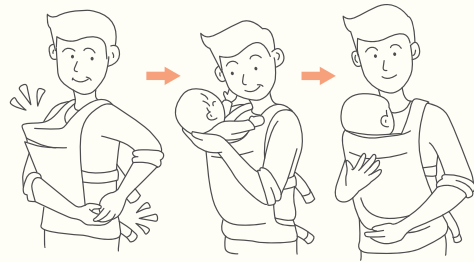
Pins/clips : for holding bandages in place.



Scissors, shears, and tweezers : for cutting the right length or cutting the clothing to expose wounds.

THERE ARE BOTH SIMPLE AND TRICKY PROBLEMS TO DEAL WITH AS A NEW PARENT! THIS SECTION WOULD ASSIST YOU TO MAKE A MORE INFORMED DECISION.

'WEARING' YOUR BABY



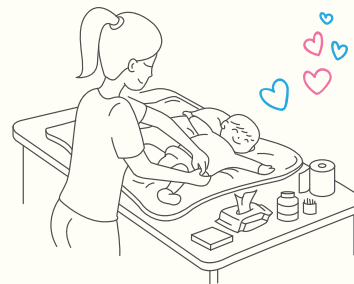
Now all you need is an adjustable baby carrier!

- Fasten **all** the necessary straps and adjust them, leaving some space for the baby.
- Gently slide him to face you and get some help if necessary.
- Make final adjustments to the straps, making sure that his back and neck is **fully** supported. His head should rest comfortably against your chest, either facing to the left or right.



BASIC SAFETY

- Always position your newborn with his chin up to ensure that his airway remains open. Never 'wear' him with his chin curled down toward his chest, as this might disrupt his breathing.
- Take extra care of his hips, as some baby carriers place them in an unhealthy position, especially when used for too long a time. His hips should be able to move freely.
- Be cautious and bend at your knees, not your waist.



OF DIAPERS AND POOP

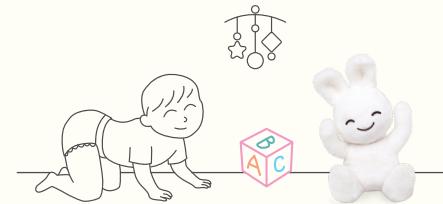
Changing the diaper is similar to any other skills that require frequent practice. Use a diaper mat to maintain hygiene. It is **also** useful for when there is any 'accidental leak' while you change his diapers. Just to be safe, make sure you do it on a **flat** surface and **always** make sure that your baby is not placed near any edge.

When it comes to selecting diapers, make sure that it breathes **well** and has a good absorbency that traps liquids **well**. Most importantly, it has to be **gentle** on his skin and comfortable enough to be worn for hours.

Do not forget to **also** find a diaper with a colour-changing wetness indicator, which helps alert you when it is time to change it. Meanwhile, check with your paediatrician if his poop is chalky, white, or streaked with red.

Note:
Flip to Chapter 11 for more tips on good hygiene!

BABY ESSENTIALS CHECKLIST



As parents, you could use more than just an extra pair of eyes and hands to care for your newborn child; you would need to be equipped with some simple yet essential items and ready to react at any of these given situations. Use the checklist to help identify what you already have and what you have to go get today.

Breastfeeding

- ☐ Muslin squares/wraps, for discreet public feeding and burping
- ☐ Breast pads for bras
- ☐ Nipple cream for sore nipples
- ☐ Nursing bras (if bought before the baby's birth, buy one cup size larger than the bra size when pregnant)
- ☐ Nursing pillow

Diaper-changing

- ☐ Two cartons of newborn-size diapers which has up to 720pcs (do not buy many in advance in case your baby is large or grows quickly)
- ☐ Diaper-changing pads
- ☐ Four water-proof pads for changing table
- ☐ Diaper rash ointment or nappy cream to prevent nappy rash
- ☐ Disposable baby wipes for cleaning the baby's bottom

Bath Time and Cleaning

- ☐ One infant bathing tub
- ☐ Diaper-changing pads
- ☐ 12 washcloths
- ☐ Baby-friendly soap and shampoo
- ☐ Soft-bristled baby brush and hair comb
- ☐ Mild soap detergent for laundry
- ☐ Cotton swabs

Nursery and Bedtime

- ☐ Crib and crib mattress
- ☐ Three water-proof mattress liners
- ☐ Four fitted crib sheets
- ☐ Two cotton blankets
- ☐ Two crib water-proof pads
- ☐ Receiving blankets
- ☐ Swaddle cloth
- ☐ Air-conditioning unit
- ☐ Night light

Other On-the-go Necessities

- ☐ Rear-facing infant car safety seat with head support padding
- ☐ Stroller
- ☐ Nail clippers or baby scissors
- ☐ Bulb nasal aspirator
- ☐ Lullaby CDs
- ☐ Diaper bag
- ☐ Baby digital thermometer
- ☐ Syringe for medicine
- ☐ Sling or soft-front baby carrier
- ☐ Sun shields for car windows
- ☐ Rattles and other baby toys



BABY'S SMILE MAKES EVERYTHING WORTHWHILE

赤ちゃんの肌にずっとやさしい

A baby's smile makes everything worthwhile. Merries protects your baby's delicate skin in line with our promise of superb absorbency, breathability and cleanliness. Always gentle to the baby's skin, it provides all babies the utmost comfort they truly deserve.



Chosen by vote in Japan.
"Love to recommend to other moms after actual use"



Merries Super Premium Tape

7 gifts For your precious baby's skin
from Merries diapers

Gentle
to the skin **1**

Based on
skin
research

A long lasting dry feeling - just like bare skin!

Reduce Stiffness ;
one factor of skin irritation

3 layer
air-through system

1
2
3

Soft air-in-cushion

1st layer
Air-through
between multiple
fine waves on
3D sheet

2nd layer
Air passes
through the
absorbent layer

3rd layer
All-round
Breathable sheet



**Continuous cushion soft
& dry feeling** for delicate skin!

Gentle
to the skin **2**

Soft poo leak guard



A newborn baby's poo
is wet and soft.
The irritants in the poo
may cause diaper rash
when the poo sticks to
your baby's skin. You
can prevent your baby
from developing diaper
rash by changing
diapers frequently and
choosing a diaper that
protects your baby's
delicate skin.



Instant soft poo absorption

Minimizes soft poo contact
with skin



3D side gather

Prevents side leakage



Back gathers for a snug fit

Helps avoid leakage

* For active babies (Size S,M,L,XL)

Gentle
to the skin **3**

superb absorbency

A newborn baby pees
up to 20 times a day!
To prevent your baby's
delicate skin from being
drenched in moisture, it
is important to choose
a diaper with excellent
absorbency.



Back flow lock

Instantly absorbs and locks in moisture



Long-lasting absorbency

Pee will be secure until morning

Gentle to the skin **4**

Ultra soft and fluffy surface

Your baby's skin is only half as thick as an adult's skin.



Gently hugs baby's skin

Gentle to the skin **5**

Merries bunnies cute designs



Merries Super Premium Pants

Feel dry just like bare skin no matter how active the baby is!

Based on skin research

Removes moisture for a drier bottom



M size only
Unique gentle design built especially for the delicate skin of small babies.
Soft & Airy Wavy Mesh is **extremely breathable**, drawing away moisture through the recessed areas.



New
Even softer design!

Heat is released directly through the gap between the waist gathers and baby's skin.

All round breathable sheet



Fits gently for movement

Gather extends to **2.5 times!**

Easy to wear!
Not too tight!
*compared to gathers before extending.



New
Softer leg gathers!
Reduces rubber marks

Gently fits to a baby's tummy and stays in place thanks to Merries unique **hipbone gather design**.
Avoid leakage and feel secure.

Gentle to the skin **6**

Soft Reusable Magic Seal



Round-corner is so gentle to skin

Gentle to the skin **7**

Colour-changing Wetness Indicators



When the strips change colour to dark green, it is time to change the diaper.

*Please note that the colour may change from shades of yellow to green on the strips of unused diapers under hot and humid conditions. However, this does not affect the quality of the diaper.

Superb absorbency



Back flow lock
Instantly absorbs and locks in moisture



Long-lasting absorbency
Liquid will be secured until morning



Instant soft poo absorption
minimizing soft poo contact with skin

Colour-changing Wetness Indicators



When the strips change colour to dark blue, it is time to change the diaper.

*Please note that the colour on the strips of unused diapers may change from yellow to blue under hot and humid conditions. However, this does not affect the quality of the diaper.



For an amazingly comfortable fit!
Good Design Award Winner





— BABY'S SMILE MAKES EVERYTHING WORTHWHILE —

赤ちゃんの肌にずっとやさしい

A baby's smile makes everything worthwhile. Merries protects your baby's delicate skin in line with our promise of superb absorbency, breathability and cleanliness. Always gentle to the baby's skin, it provides all babies the utmost comfort they truly deserve.







Get Ready, Daddy!

IT'S COMMON FOR FATHERS TO FEEL 'LEFT OUT' DURING A PREGNANCY. AFTER ALL, IT'S THE MUM WHO HAS TO TAKE HER ANTENATAL SUPPLEMENTS, EAT RIGHT, AND ATTEND REGULAR CHECKUPS AS HER BODY UNDERGOES MANY CHANGES. EVEN SO, FROM THE PREGNANCY AND LONG INTO YOUR CHILD'S LIFE, YOU HAVE A BIG PART TO PLAY AS A DAD. PARENTHOOD IS A PARTNERSHIP. DO NOT FEEL ANY 'LESSER' BECAUSE YOU COME INTO CONTACT WITH THE CHILD MUCH LATER – IT'S THE QUALITY (NOT THE QUANTITY) OF TIME SPENT TOGETHER THAT MATTERS!



FROM THE START

01

EMOTIONAL SUPPORT

In the 40 weeks while you and your partner wait for the baby's arrival, you need plenty of emotional strength for the both of you. Changes in your partner's body and hormone levels may cause her to experience a range of emotions.

02

PHYSICAL CHANGES

Many men are known to gain weight 'in sympathy' for their partners while expecting a baby. Your own dietary needs don't change in pregnancy, so resist the temptation! Make it a point to exercise together with your partner. Similarly, stop unhealthy habits, such as smoking and drinking, together. Passive or 'second-hand' smoke affects the baby.

03

MENTAL PREPARATION

Fatherhood often only becomes a reality at the moment of delivery. It can be overwhelming to see a tiny baby and realise you are responsible for his health, growth, and well-being for at least the next 21 years. Before you reach that stage, prepare yourself mentally for what's ahead.



IN 40 WEEKS

READY OR NOT, HE'S ON THE WAY!

The bottom line is, when a baby is ready to be born, he'll come regardless if you're ready! Just remember that it is all right if you don't have everything readied by the time the baby arrives. If life is a journey rather than a destination, you and your partner are about to have a new 'travelling companion'.

GET YOUR HANDS DIRTY, TOO!

As a father, don't leave all the basics, such as feeding or changing diapers, to the mum-step in and do your part, too! Take every opportunity to bond with your baby by holding or hugging him as often as you can. By providing him with high levels of affection (by playing and responding to his cries), he will quickly form a strong attachment to you. So, no matter how busy you are, make it a point to set some time aside for your child, as most children see the time you spend with them as an indicator of your love for them.

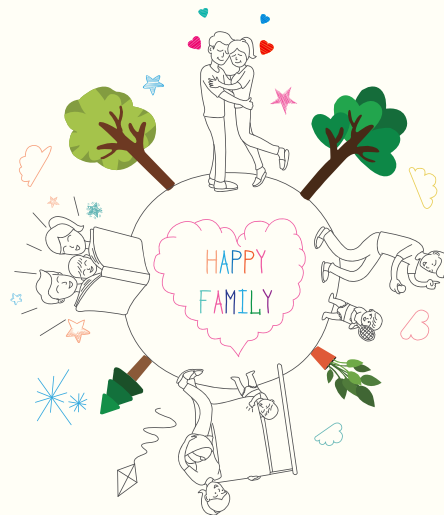


PARENTING TOGETHER!

Embrace your fatherhood as you embark upon an exciting and rewarding experience of your life. While there is no one-size-fits-all approach to follow, there is little doubt on the importance of being a hands-on father in all aspects of raising a child.

Breastfeeding aside, you can often touch, hold and talk to your baby; you can bond with them and help cuddle, rock and comfort them whenever they cry. Moreover, you can bathe and change their clothes and diapers; you can help bring them to the mother when they wake up at night and cry for a feed.

NINE MONTHS LATER



KEEP A POSITIVE RELATIONSHIP WITH YOUR SPOUSE

The way you treat her sets an example to your child – show her respect and love. Children growing up in an abusive environment are likely to treat their own spouses the same way when they become adults.

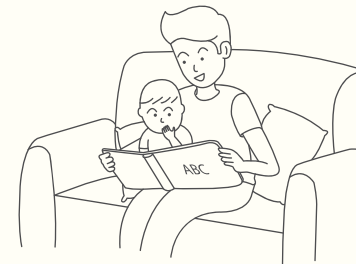
SPEND QUALITY TIME WITH YOUR CHILD

Bonding allows you to know them better and vice-versa, thus, giving you a better grasp of their emotional well-being. Ultimately, the value of your involvement lies in the quality of your interaction, not so much on the amount of time spent together. You play a unique role in their development, best performed through active, physical activities, such as badminton or football.



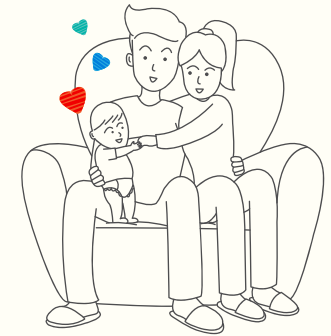
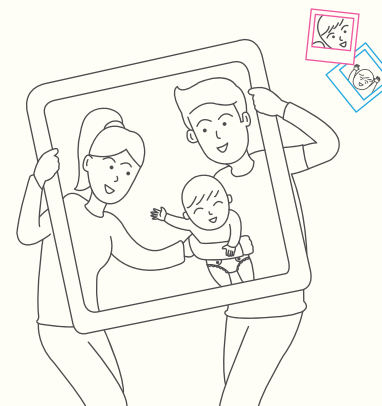
TEAMWORK FOSTERS CLOSER TIES

Try doing household chores together with your child; spend some quality time while instilling in him a sense of responsibility.



ENCOURAGE YOUR CHILD'S INTELLECTUAL GROWTH

Make the effort to stimulate his mind by reading to him, meeting with his teachers, or any other activity that focuses on his academics/intellectual ability.



AND BABY MAKES THREE!

Your baby's arrival brings you and your spouse closer; make the most of this opportunity to strengthen the relationship by talking to each other and sharing your thoughts and feelings – you will need to support each other.



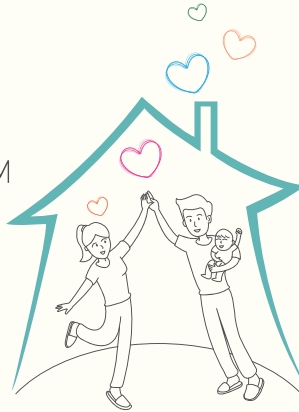
SHOW THAT YOU CARE

Bond with your baby as often as you can. Although your nurturing may not be as openly expressive, your caring ways are equally important. It will be easier for the both of you to parent your baby, together; communication, cooperation, and compromise are keys to effective co-parenting.

Moms, your spouse will never know if you do not voice out your thoughts and feelings. Dads, just ask for guidance if you are eager to help but are uncertain of the ways. Just be mindful of your approach, especially when you're stressed.

Home, Safe Home

YOUR HOME IS WHERE YOUR HEART IS, WITH THE WARMTH AND SENSE OF SECURITY RADIATING FROM THE WALLS MAKING IT A SANCTUARY FOR YOUR FAMILY. HENCE, PARENTS MUST KEEP HOME SAFE, CONSIDERING THAT'S WHERE YOUR LITTLE ONE'S EARLY EXPLORATION OF THE WORLD BEGINS.



GENERAL TIPS



Accessories, cosmetics, stationery, and clothes pegs.



Belts, ties, and raffia strings.

- **Keep choking hazards such as accessories, cosmetics, stationery and clothes pegs locked in a secure storage box and keep them out of child's reach. Meanwhile, pick up fallen food pieces during meal prep, immediately.**

- Belts, ties, necklaces, raffia strings, lanyards, and phone cables must be kept after use to prevent strangling.



Detergent and cleaning supplies.

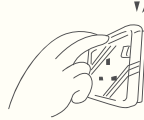


Secure the drawers

- Poisonous items such as detergent, cleaning supplies, and solvents must be kept in locked cupboards; don't leave medication and supplements lying around as children tend to mistake them for sweets.
- Secure the doors of cabinets, wardrobes, drawers, and shelves with child-proof locks to prevent your baby from getting trapped; secure unstable furniture (height greater than width) to wall or floor to avoid toppling over and injuring your child.



Cover sharp furniture



Use plug socket covers

- Cover sharp furniture corners with special corner guards that come in pretty shapes and colours.
- When charging devices, select higher plug sockets and shorten the cables; roll up the cables and use plug socket covers when not in use, so your baby won't stick his finger into the plug.



Keep unused plastics bags



Key is kept at place and out of baby's reach

- Keep unused plastic bags in storage compartments beyond your child's reach if you're planning to reuse and recycle. For disposal, punch holes and tie the plastics into knots.
- Ensure window grille can be opened from inside and its key is kept at a place you could remember and out of your baby's reach. Install smoke detectors in all rooms and test them regularly while changing the batteries twice a year.



BATHROOM

- Keep doors closed at all times. Don't leave pails or basins filled with water unattended; keep them closed if not in use. Drowning happens quickly even in waters less than 6cm.
- Never leave your baby unattended for any reason; they may slip and drown. Get your spouse to attend to the baby or your matters instead. If you're alone, wrap and bring the baby with you.
- If your baby is using a bathtub seat or support ring, make sure it is with adult supervision. The seat may overturn or your baby may slip out of the ring and into the water.



KITCHEN

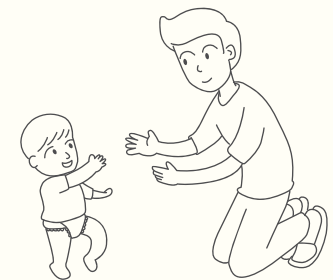
- Keep your baby out of the area when you're busy preparing meals. Distraction poses danger for both you and the baby. Request your spouse to supervise.
- Sharp utensils and appliances must be kept in areas out of child's reach. If kept in cabinets and drawers, secure them with a child-proof lock.
- Hanging cords from appliances can be pulled easily, causing them to fall with the ingredients (which may be hot). Hide cords with cord covers or tape them down; unplug, roll, and keep them when not in use.

- Table covers used to prevent damage and surface scratches may look pretty, but your baby may accidentally pull it and topple what's on top. Secure it with clips or fasteners.

DAD'S ROLE



Besides attending to the baby during bath time when your wife is out dealing with another matter, you can help out by emptying the tub while your wife dresses up the baby. Also, put away any item along the path that poses a potential hazard and notify your wife of the new spot you place the item you retrieved. Avoid nagging at each other, since cooperation is crucial in ensuring the baby's safety.



Never leave your baby unattended, ever. Supervision is a must especially when your baby grows and starts to move around while making his discoveries. Take turns to be with the baby and bond with them if both husband and wife are busy.

Biore GUARD

JAPAN'S NO.1 HYGIENE CARE BRAND

Biore Guard kills 99.9% of germs through effective antibacterial formulation enhanced with skin caring properties – gentle and safe for the entire household.



*Formulated with pseudo Ceramide (Myristyl-PG Hydroxyethyl Decanamide).

Product Highlights - Biore Guard

360 PROTECTION ESSENTIAL FOR HEALTHY AND HYGIENIC LIFESTYLE. EFFECTIVELY SANITIZE COMMONLY MISSED AREAS – ANYTIME, ANYWHERE.

O1

BIORE GUARD HAND SANITIZER MIST SPRAY

- Kills 99.9% of germs
- Contains 79% alcohol
- Ceramide Care*
- Lightweight
- Safety spray lock (prevent kids from accidentally unlocking it)



O2

BIORE GUARD FOAMING HAND WASH

- Antibacterial formulation
- Ultrafine foam
- Refreshing eucalyptus fragrance



Home Cleanliness Protection

BABIES AND CHILDREN UNDER THE AGE OF FIVE ARE MORE AT RISK OF INFECTION, BECAUSE THEIR IMMUNE SYSTEMS ARE NOT YET FULLY DEVELOPED. HENCE, A GOOD HYGIENE PRACTICE IS IMPORTANT, ESPECIALLY FOR THE FIRST FEW MONTHS.



FLOORS COME FIRST

Pay attention to the surface where baby will spend most of his time. This is important because a dirty surface may be full of microbes or other potentially harmful substances.

There are many ways to clean your floor, but why do it the hard way when you can go the modern route whilst making sure that the surface areas are kept spick n' span, just the right standards to accommodate your little one!

With the advent of baby-friendly disposable floor wipes, modern household can do without the hassle of the water bucket and squeezing mops. These wipes are versatile for virtually all types of surfaces (tile, linoleum, wooden, glass floorings, and etc.) and is able to capture dust as well as other harmful particles that conventional types of appliances may possibly miss.

HYGIENE IN THE HOME

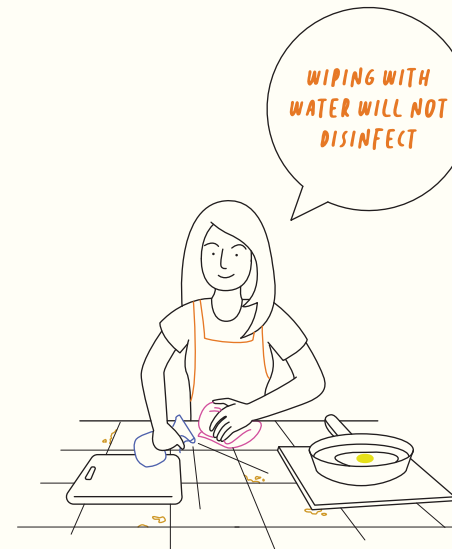
- Your hands and uncleaned surfaces may spread germs. Clean with a detergent and rinse thoroughly under water, or use a disinfectant for door handles and etc., effective against bacteria/viruses.
- Choose baby clothes and cot linen washable at high temperatures, and launder regularly to remove pathogens.
- Clean up vomit, faeces, or bodily fluids quickly with a disposable wipe.
- Cloths, wet wipes, and etc. are important for cleaning. Unless properly handled, they spread germs easily.
- Use disposable materials as damp cloths harbour germs, which likely multiply on the fibres, making disinfection difficult.
- It is important not to become obsessed with creating a sterile environment. With the exception of babies, gradual exposure to microbes is important for priming the immune system.

JUST AS YOU ARE, SO AS YOUR BABY IS!

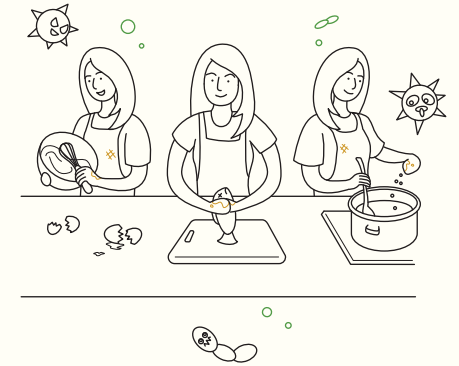
Maintaining good personal hygiene is key to minimising the spread of germs, including bacteria and viruses surrounding your newborn.

IMPORTANCE OF HYGIENE IN THE KITCHEN & DINING ROOM

Hygiene surveys on kitchen and dining room in Japanese households revealed that a surprising number of homes had high levels of bacterial contamination, which makes these areas of the home potentially more contaminated than the toilet!



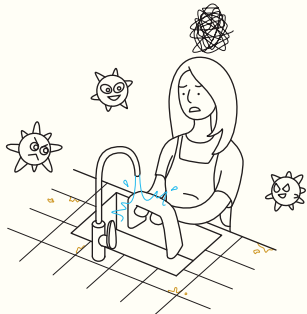
According to the Ministry of Health, Labour and Welfare survey, homes are the second source of food poisoning! In the Japan Lifestyle Research, it was found that 39% of respondents considered the kitchen counter to be clean based on visual inspection. It was also found that over 85% of respondents only used a wiping cloth with water to clean. This method only cleans dirt and other stains, but does not disinfect.



Many people also start cooking (without washing their hands) after handling raw food, or just washing their hands with only water. They then touched the faucet, wiping cloth, and the various objects and surfaces in the kitchen when cooking, thus contaminating all the touched items/surfaces. According to data from the Japan Lifestyle Research, people seem to clean the faucets less often and nearly half of the respondents did not know what detergent to use to clean the faucets. Even after washing their hands properly, touching any of the already contaminated items/surfaces means their hands are contaminated again.

Thus it was no surprise to find many contaminated areas in these homes. The most common cause was a lack of attention to proper handwashing after handling raw meat, not cleaning frequently enough, and not using the proper cleaning products. If you constantly pay attention to dirt and bacteria, and manage home hygiene by frequently cleaning with specific detergents, you will be protecting your family's health.

PROPER DISINFECTION THE KEY TO A GERM-FREE HOME



Simple cleaning of the home by wiping with a damp/wet cloth is not enough to ensure that you get rid of potentially dangerous disease-causing bacteria or virus. It is generally acknowledged that the more bacteria is present, the higher the possibility of disease-causing bacteria.

An additional matter is to note that while the wiping cloth can be cleaned with water, it needs to be soaked with bleach for 2-3 hours and then washed every once or twice a week.



While this way of cleaning does remove dirt/stains, it is important to use a more effective cleaning method. This involves using the right cleaning products that can disinfect. Pay more attention to cooking utensils and all food preparation areas, especially the sink and faucet. Ideally, they should be cleaned and disinfected daily after use - even if they appear clean. By using the appropriate cleaning products to clean and disinfect the kitchen, you lower the possibility of contamination occurring.

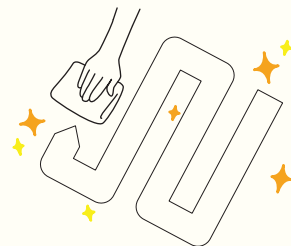
With babies and toddlers constantly putting things they can find into their mouths, it is important to disinfect homes and surfaces of items with non-alcoholic disinfectant wipes, which also bears convenience to the family as these wipes are disposable.

THE TWO BASIC STEPS TO MAINTAINING A CLEAN KITCHEN AND DINING ROOM ARE:



• Using the right cleaning products:

Simply wiping with just water will not get rid of bacteria. You have to remove both dirt and bacteria. It's important to use products such as stain dissolving sprays that actually disinfect in order to get a properly disinfected and clean kitchen.



- **Wiping surfaces systematically:** When cleaning large surfaces (e.g. counter-top or table), be sure to wipe in a consistent pattern without missing any spots. Do not wipe in circular or zig-zag pattern as it is easy to miss spots

Reference:

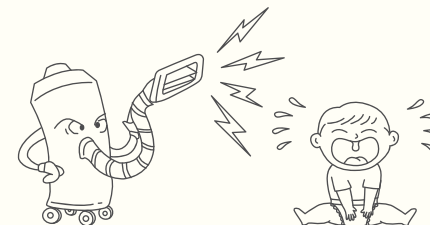
Data courtesy of the Kao Lifestyle Research Center which conducted several surveys (some of which included home visits) on Japanese households between 2017-2018.

How to Clean Smart

WHILE CLEANING A HOUSE MAY NOT BE A DIFFICULT TASK, IT CAN CERTAINLY BE DEMANDING. IN ORDER TO MAKE THE MOST OF YOUR LIMITED TIME, THE BEST THING TO DO IS TO MAKE SURE THAT YOU USE THE PROPER TOOLS FOR THE JOB.



So, what will you need to get started? Well, there is the classic broom and dustpan combo to help you sweep away the dirt. It often takes more time than you planned for, and can be hot and uncomfortable to do since you can't sweep with the fan on. The worst part, though, is from the standpoint of hygiene: brooms tend to sweep away remnant/small particles of dust/dirt, yet you will be using it to 'clean' your floor.



What about vacuum cleaners? While these are admittedly much more effective than the good old broom and dustpan combo, they tend to be noisy and a good unit can be very expensive to buy and maintain. A tip to remember: keep your home free of noise, as the peace from a good sleep helps in your baby's development.



CLEANING MADE EASY

This begs the question: "Is there a better way to keep your floor dirt-free?" A great alternative is to use a floor wipe system, which can help to cut down the time needed to clean your floor. Most of the floor wipe systems are easy to use and hygiene is less of an issue since you will be using disposable wipes. Look for a well-designed floor wiper to make cleaning the floor (yes, even under beds, sofas, or any other furniture) an easier task that will take you less time to do than with a broom and dustpan.



Narrow spaces



Quick



JAPAN'S NO.1*
HOME CARE BRAND

The modern way of home cleaning that gets through your house chores quick and easy yet fun and time saving.

*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRI+ data of INTAGE Inc. (January 2020 to December 2020)



on all kind of surfaces



Living Space

Kitchen Cleaner

Bathroom & Toilet Cleaner

Product Highlights

LESS OF A WORKOUT; MORE OF A SOLUTION THAT WORKS.
QUICK AND EASY CLEANING WITH JUST ONE WIPE - MAGICLEAN

01

MAGICLEAN WIPER SET

"Just 1 Wipe"

- 360-degree dust-catching pattern and rotating head for more flexible cleaning
- Reaches gaps as narrow as 3cm apart!
- No fly-away dust and no noises when used



02

MAGICLEAN HANDY DUSTER EXTENDABLE SET

"Catch dust effectively in 1 wipe."

- Slim and extendable flexible stick up to 95cm to clean hard-to-reach areas.
- The bendable head creates flexibility in usage.
- Soft fibres of high absorption that effectively pick up dust easily from uneven surfaces.
- Multiple usage areas and safe to use on TV, lighting, indoor plant, PC screens and decorative displays.
- Disposable – Just replace with the duster refill and start dusting again.



03

MAGICLEAN DRY SHEET (20s AND 40s)

One-wipe wonder

With a unique 3D micro fibres sheet, you could effectively capture dust, hair and pet fur.

Disposable

The sheets can be used on both sides and are easy to dispose.

Non-sticky sheet

Our dry sheets are not sticky, leaving no residue even when used to clean electrical appliances, fluorescent lights, furniture, wooden surfaces, and car interiors.



04

MAGICLEAN WET SHEET

Ready-moistened with liquid cleaner

Wiper wet sheets helps you remove dirt, dust, stains and spills effectively with just one wipe and 1.5x more wetness for better cleaning.

Anti-bacterial and deodorising qualities

Containing Anti-Bacterial properties that Kill 99.9% of bacteria and viruses (including E.colli, S.aureus, Coronavirus 229E and Influenza A H1N1). Wiper wet sheets are more hygienic than traditional mops. It can capture microscopic dust that causes allergies, leaving no watermarks and stickiness while finishing it off with a fresh mint scent after cleaning.



LAVATORY

A dirty bathroom frustrates as much as the thought of cleaning it, but it doesn't have to. From the walls and floors to the seats and sinks, clean all corners in no time, with Magiclean scrub-free cleaning solutions - all it takes is a spray or squeeze!

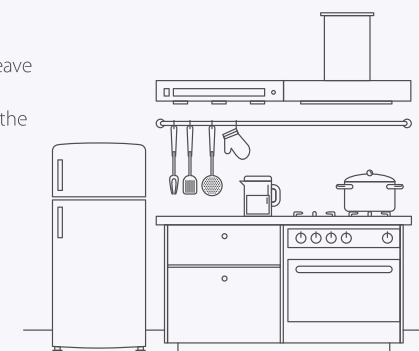


on all kind of surfaces



COOKING AREA

Cooking is time-consuming, but the cleaning after that is even more. Besides removing greasy stains in 30 seconds, you can leave it to Magiclean anti-bacterial kitchen cleaning solutions to also instantly lift dirt off porcelain and stainless steel surfaces, from the stove, tiles, and even to ventilation fan and refrigerator.

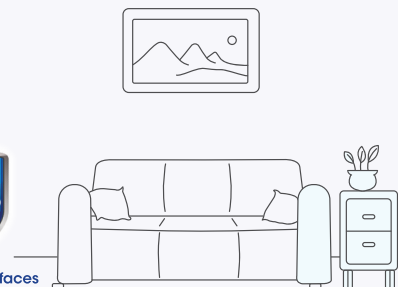


LIVING SPACE

Footprints and water marks can make floor cleaning bothersome. Luckily, your job becomes easier with our quick dry formula that kills germs on both the mop and all floor types, with Magiclean home cleaning solutions!



on all kind of surfaces



— JAPAN'S NO.1* HOME CARE BRAND —

The modern way of home cleaning that gets through your house chores quick and easy yet fun and time saving.

*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRH+ data of INTAGE Inc. (January 2020 to December 2020)

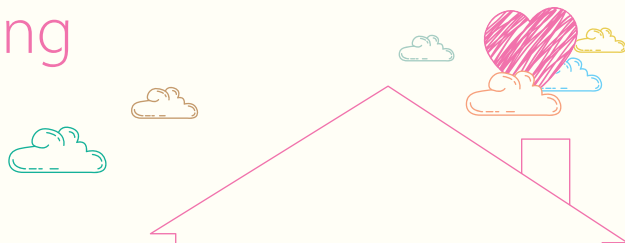








Sharing is Caring



UNDERSTANDING THE DEPTH OF HOUSEWORK

Stories of husbands giving up on housework due to wives complaining are plenty. The issue lies in their lack of appreciation. Both parties could only appreciate the true meaning of housework when the husband understands his wife's effort.



BE ON THE SAME PAGE - COMMUNICATE

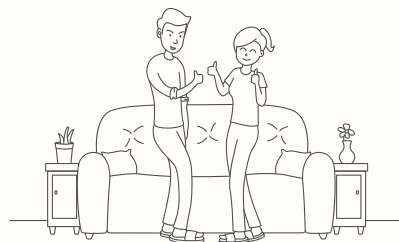
Although it is good that the husband helps with the housework, he could still consider it a woman's responsibility and that his job is more important. This affects the sharing of chores. Allocate some time to talk to each other and establish an understanding that everyone's responsibilities are equally important. Cooperation is only possible then.



GIVE COMPLIMENTS TO EACH OTHER

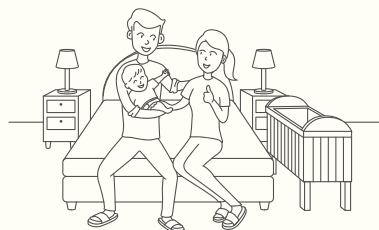
As men do not have as much experience doing housework, it is important that the wife gives her husband compliments and tell him the tricks he is unaware of without sounding bossy. This encourages him to help and do better the next time.

Also, create an environment where he could enjoy helping you, such as letting him place the seasoning bottles wherever he likes or choose whichever dishwashing liquid he prefers.



GIVE COMPLIMENTS IN FRONT OF THE CHILDREN

A wife's frequent complaints to the husband about housework could lead the children into thinking that the parents are unhappy together. It's a win-win to offer your husband compliments. Children who hear lots of compliments would also learn to offer them while aspiring to have a similar happy, married life.



ENGAGE HUSBAND THROUGH LAUNDRY FOR A START

01

DOING LAUNDRY AT A DIFFERENT TIME

The husband who works full-time cannot help his wife, who works part-time, with housework on weekdays. So, he can actively help on weekends instead.



Turning the shirt inside out so that the print on the surface does not come off when doing laundry.

02

SHARING THE PROCESSES OF LAUNDRY

If the wife who works full-time washes the clothes, the husband, who also works full-time, can help out by hanging out the laundry.



A good example: Clothes washing by the wife, clothes hanging by the husband.

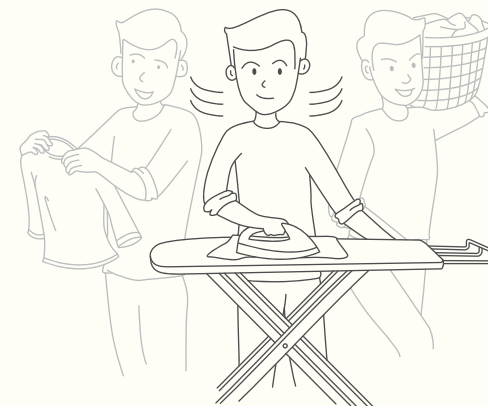


Whoever gets home first retrieves and folds the laundry.

HUSBANDS ENGAGED IN HOUSEWORK DOING LAUNDRY

Our study has shown that men found laundry to be an easy task, and they voluntarily helped out. Meanwhile, some husbands revealed that they learned to do laundry while mimicking their wives and it motivated them to start helping with other types of housework, even in choosing laundry detergents and cleaning products.

Laundry is a good starting point for your husband to observe the way you do cleaning.



Ask him the kind of laundry detergent and softener he likes. This raises awareness between you and your husband towards laundry and other household chores.

Understand what bothers him about the laundry to raise his motivation of doing laundry.

** Information obtained from KAO Japan Lifestyle Research Center*



JAPAN'S NO.1*
LAUNDRY DETERGENT BRAND

Superb cleaning performance with Japan R&D Power Wash Hygiene Technology to eliminate odour-causing bacteria.

*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI+ data of INTAGE Inc. (January 2020 to December 2020)



JAPAN R&D Power Wash Hygiene Technology



Product Highlights - Attack Liquid

EFFECTIVELY ATTACKS TOUGH STAINS, AND SPECIALLY FORMULATED WITH JAPAN R&D POWER WASH HYGIENE TECHNOLOGY TO PREVENT BACTERIAL GROWTH ARISING FROM WASHING, DRYING, STORING AND WEARING, WHILE KEEPING WITH SWEAT ODOUR PREVENTION ALL DAY LONG.

01

ATTACK LIQUID DETERGENT ULTRA POWER



- Whitens white
- Penetrates deeply into fabric fibres for a thorough clean
- Removes tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

03

ATTACK LIQUID DETERGENT COLOUR



- Brightens Colour
- Penetrates deeply into fabric fibres for a thorough clean
- Removes tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

02

ATTACK LIQUID DETERGENT + SOFTENER



- 2-in-1 Cleans & Softens
- Penetrates deeply into fabric fibres for a thorough clean
- Removes tough stains
- Long lasting floral fragrance & stay fresh all day long
- Easy to iron

04

ATTACK LIQUID PERFUME DETERGENT (Floral and Fruity)



- Removes tough stains
- Penetrates deeply into fabric fibres for a thorough clean
- Suitable for overnight & indoor drying
- Long lasting floral/fruity fragrance & stay fresh all day long

Product Highlights - Attack Powder

01

ATTACK POWDER DETERGENT ULTRA POWER



- Whitens white
- Penetrates deeply into fabric fibres for a thorough clean
- Removes tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

03

ATTACK POWDER DETERGENT + COLOUR



- Brightens Colour
- Penetrates deeply into fabric fibres for a thorough clean
- Removes tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

02

ATTACK POWDER DETERGENT + SOFTENER (Sweet Floral and Floral Romance)



- 2-in-1 Cleans & Softens
- Removes tough stains
- Penetrates deeply into fabric fibres for a thorough clean
- Easy to iron
- Long lasting floral fragrance & stay fresh all day long





— JAPAN'S NO.1* LAUNDRY DETERGENT BRAND —

Superb cleaning performance with Japan R&D Power Wash Hygiene Technology to eliminate odour-causing bacteria.

*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI+ data of INTAGE Inc. (January 2020 to December 2020)



JAPAN R&D Power Wash Hygiene Technology



Removes Tough Stains & Bacteria



Kills Bacteria in Washing Machine Tub



Sweat Odour Prevention









Parenting 101

THE JOURNEY INTO PARENTHOOD BEGINS WITH EMBRACING THE SITUATION, REGARDLESS OF THE OUTCOME.



PARENTING TAKES TEAMWORK

A couple could cope with the challenges of having a newborn by working together. Open communication ensures two people are on the same page and builds a harmonious household that aids in child development.



STAYING ON TOP OF THINGS

Spend enough time to interpret your baby's cries. Most common triggers include: hunger; soiled diaper; sleepiness; need to be held; tummy troubles; heat/cold; 'scratchy' clothing; teething; lack of/too much stimulation; feeling unwell.

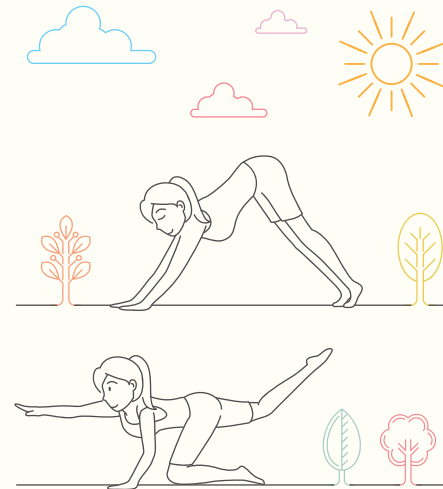


COPING WITH PARENTING STRESS

Do not neglect your health while taking care of the family. Learn to tell the signs and deal with stress—observe 15 seconds of silence to calm down and never channel frustrations on loved ones! Recharge yourself too with these tips:

- Spend some 'me' time – reconnect with self by trying something new. Take a walk in the park; read under a tree; gardening, and etc.
- Set your priorities – there is only so much you could do in a day. Identify what needs to be done.
- Perfection is a myth – perfection leads to exhaustion. Reminder: "Good is good enough!"
- Nurture the relationship – a relationship requires constant attention, and a baby doesn't change that!
- Ask for support – It is OK to ask for help or support of loved ones if you need it. You are only human.

EXERCISING AFTER PREGNANCY



An exercise does your mind and body good, like preventing postpartum depression and restoring muscle tone. Get the green light from your doctor before getting started. It is generally safe if you had a smooth vaginal delivery; consult your healthcare provider otherwise.

Exercise smart. Start slow if you are new to the active lifestyle. Beneficial exercises need not be strenuous. For starters, take a short 15 to 20-minute walk and gradually increase the intensity, speed, or duration when comfortable. Keep tabs on your breathing and make sure you could breathe with ease.

If you are a fitness buff, consider toning down your routine to be safe. Exercise in moderation; listen to your body; stop immediately if it does not feel right.

Some basic tips to remember:

- Warm up before an exercise; cool down after that.
- Stay active. A little exercise is better than none.
- Avoid strenuous exercises in hot weather.
- Stay hydrated; drink plenty of water.

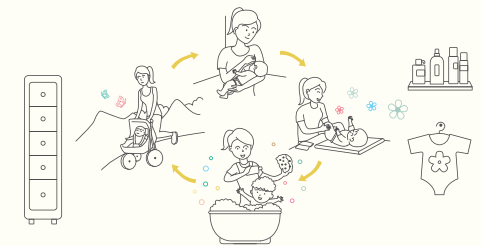
MANAGING YOUR TIME



Prioritise your workload. Besides completing house chores, looking after your newborn, breastfeeding, and changing diapers, the list goes on. Here are four steps to help you manage your time better:

1. Assess your time – pay attention to how it is spent; find which tasks can be put on hold or eliminated.
2. Prioritise your tasks – identify and complete more important tasks, or divide your to-do list to three parts: immediate tasks; tasks to be done within the week; tasks that could be delayed indefinitely.
3. Plan ahead – spend less time on day-to-day tasks and more time being productive.
4. Get organised – keeping things where you could easily find them saves you time and trouble.

MAXIMISE THE TIME WITH YOUR BABY



Make the most of the day-to-day rituals that let you connect with the baby, such as breastfeeding, bathing, changing diapers, and etc, and still do household chores like folding the laundry at the same time! Learn to multitask and spend as much time as possible interacting and be there for him.

Bonding through Senses

THE POWER OF TOUCH, ESPECIALLY OF LOVED ONES, IS SO PROFOUND, IT CAN BRIGHTEN ONE'S DAY. SIMILARLY, YOUR BABY FEELS LOVE, WARMTH, COMFORT, AND HAPPINESS UPON SKIN CONTACT WITH YOU; ONE CAN IMAGINE THE POSITIVE IMPACT THAT THESE FEEL-GOOD FACTORS FROM A SIMPLE ACTION HAVE IN HIS LIFE. WE ENCOURAGE MOTHERS AND FATHERS TO SEIZE THE BONDING OPPORTUNITY UPON DELIVERY; MOTHERS ARE VERY RECEPTIVE TO ESTABLISHING AN EMOTIONAL BOND IMMEDIATELY AFTER DELIVERY DUE TO THEIR HORMONES.



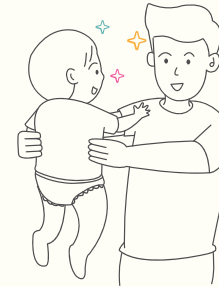
Mothers receiving early or prolonged contact show more affection towards their infants, suggesting a developed, close relationship. Likewise, the child would develop a great attachment with their parents.

Bonding positively influences the baby's development of their brain and language, cognitive, perceptual, and psycho-social abilities; bonding is how learning first takes place and is the source of self-esteem and the earliest model for trusting, intimate relationships.

BONDING THROUGH BABY'S FIRST 12 MONTHS

| TIME FRAME | YOUR BABY | WHAT YOU SHOULD DO |
|--------------|---|---|
| First mth | Stays awake longer | Spend more time bonding with him |
| Second mth | His needs increase | Give him everything he needs |
| Third mth | Responds more actively to his environment | Help him adjust and be patient |
| Fourth mth | Takes an intellectual leap | Learn his new patterns and adjust |
| Fifth mth | Shows an even greater interest in his environment | Lead the way and grow along with him |
| Sixth mth | Gets to know his environment better | Be patient and adapt to his behaviour |
| Seventh mth | Is more adventurous | Play while educating him |
| Eighth mth | Becomes more mobile | Ensure that his surroundings are safe |
| Ninth mth | Has improved motor abilities | Establish limits |
| Tenth mth | Is more expressive emotionally | Be accommodating and give aid |
| Eleventh mth | Is imaginative | Be aware of his movements |
| Twelfth mth | Gets more complicated to handle | Understand and respond to his patterns of behaviour |

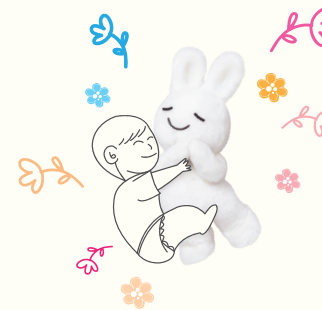
BONDS OF LOVE



SEEING IS BELIEVING

Eye contact is important in any interaction; studies have shown that babies naturally gravitate to faces that look at, and not away, from them.

Get and hold your baby's attention by looking at him with an animated or exaggerated facial expression, e.g. smiling, making faces, and etc.



THE POWER OF SCENTS

Newborns have a great sense of smell and instinctively know the scent of breast milk, which is why they turn their head to mothers when they're hungry.

Familiar smells, such as a favourite pillow, soothe your baby; he may even cling to it until he is much older, as the smell helps to relieve their stress. In fact, a study showed that, when exposed to familiar smells, babies cry less after a painful heel-stick procedure.

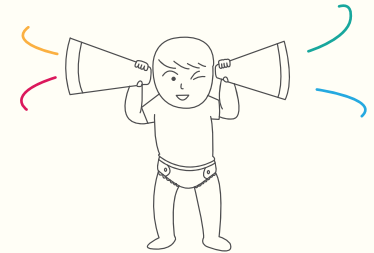


IMPORTANCE OF TOUCH

Studies have shown that children who received lots of care and attention, in the form of physical contact with their parents, are more resilient to pressure, frustration, and stress.

There is also a positive effect on their cognitive functions upon growing up, e.g. they tend to be more sociable, skilled individuals.

Newborns who receive a lot of parental touches also cope with pain better, e.g. they cry less or do so for a shorter period.



HEAR THIS

Research shows that babies prefer listening to human voices, especially a mother's. Newborns can recognise a mother's voice and connects her voice with her face.

Pre-term infants in hospital benefit from more exposure to their parents; a simple action, such as talking, reading or singing them a lullaby, helps in their growth and development.

Another study, using a computed tomography (CT) scan, showed that there was brain activity in the linguistic processing area of a child's brain; this was markedly higher when the child heard a mother's voice, as opposed to a stranger's, or even lower when listening to music.

It doesn't matter whether he understands what you are saying; it is important that he hears your voice.



TASTING THE WORLD

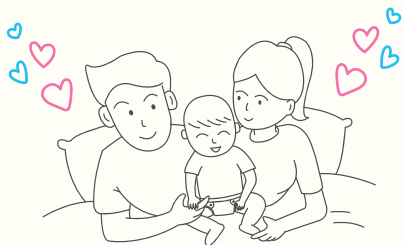
Babies love exploring the world with their every sense. Hence, they tend to put things in their mouth!

Take extra care to make sure baby toys are clean and safe, i.e. no swallowable small parts or toxic substances present, such as lead-based paint.

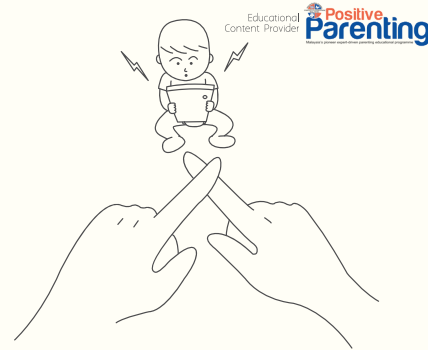
Meanwhile, do take the necessary precautions to make sure the taste and texture are suitable for his age when it comes to complementary foods. Never give your baby food that cause choking hazards, such as whole sausages, meat/cheese chunks, grapes, large chunks of raw veggies or fruits, nuts, popcorn, hard candy, peanut butter, marshmallows or chewing gum.

At the same time, babies should be exposed to different textures, not only blended or mashed food.

LOVE AND SUPPORT



Bonding is the best and easiest if your husband, in-laws, and others are supportive; you could spend much time with the baby, quietly. Mothers, with constant support from pregnancy up to after delivery, tend to develop more confidence in parenting; they display more affection towards their babies and enjoy more satisfaction from caring and remain responsive. This is crucial for mothers with pre-term babies or those with special needs.



DON'T LET DIGITAL BE A REPLACEMENT FOR PARENTING

Electronic gadgets are becoming a 'digital nanny', as parents take the easy route by handing out a gadget to their toddler to watch shows or play games, in exchange for peace and quiet.

However, doing so is risky if it becomes an integral part of your child's life. An innocent way to pass the time could become a dangerous habit, and children as young as four are reportedly addicted. Allowing toddlers to play with these devices excessively could lead to a dependence toward technology, causing serious long-term effects.

You need to set limits for the family. There is no 'one-size-fits-all' method to achieving this, hence, you need to exercise your discretion. Some useful methods include:

- Scheduling your child's screen time and adhere to your limit, e.g. no screen time before bed or during a meal.
- Discuss with your child about the use of electronic gadgets, i.e. the time and place they should use and stop using the devices; retain control of gadgets, install parental app/programme or set passwords, so he won't gain easy access.
- Encouraging 'tech-free' conversations, where devices should be put aside during a conversation. Teach your child to hold eye contact during conversations; encourage them to give their full attention.
- Placing the computer in a common area discourages your child from abusing his computer privileges; you can easily keep an eye on him. Consider limiting his internet access by making sure surfing is only allowed in your presence. Install a computer programme or set up your modem/router to only allow access at certain times of the day.

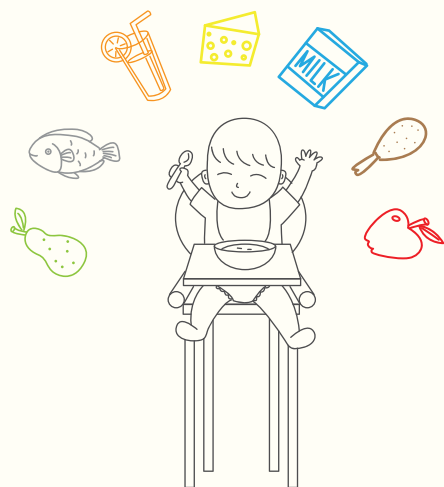
Healthy Eating / Eating for Baby and Me

LET'S GET STARTED

YOUR BABY AND FAMILY WON'T GO WRONG WITH BALANCED MEALS, WITH A VARIETY OF FOOD (BMV) AS PER OUR MALAYSIAN FOOD PYRAMID, IN MODERATE PORTIONS. HOWEVER, AS MUCH AS YOU WANT TO PROVIDE GOOD NUTRITION FOR EVERYONE, DO NOTE THE APPROPRIATE FOOD TEXTURE AND PREPARATION METHODS FOR THE BABY. HERE'S A LIST FOR YOU TO FAMILIARISE WITH AND GET STARTED.

TEXTURES AND BENEFITS OF BABY FOODS

| AGE | FOOD TO GIVE | TEXTURE OF THE FOOD | BENEFITS |
|--|--|---|---|
| 6 mths 2-3 times/day Continue breastfeeding | Fortified baby cereal, rice porridge, potato, sweet potato, and pumpkin. | Smooth and lump-free. Liquid consistency. | Fortified with iron, probiotics, vitamins, and carbohydrates. |
| | Banana, papaya, mango, apple, pear, and orange. | Puree or diluted juice | Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre. |
| 6-8 mths 2-3 times/day Continue breastfeeding | Rice porridge with mashed tofu, finely ground anchovies, and mashed egg yolk. Introduce accompanying food one at a time. | Smooth and lump-free. Softened and mashed. Fruit juices to dilute. | Carbohydrate with calcium, protein, and zinc. |
| | Leafy greens, peas, and carrots. | | Folate, iron, zinc, vitamin A, and K. |
| | Banana, papaya, mango, apple, pear, and orange. | | Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre. |
| 9-11 mths 3-4 times/day Before breastfeeding | Porridge with: • chicken, fish or eggs. • Carrot, potato or sweet potato. • Leafy greens | Minced, diced, finely chopped soft food. | Carbohydrate with protein, zinc, iron, vitamin A, K, and folate. |
| | Banana, papaya, mango, apple, pear, and orange. | Soft and small sizes. Juices don't need to be diluted but don't add additional sugar. | Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre. |
| 1-2 years 1-2 times/day Include nutritious snacks in between | Cooked rice and noodles (including kuey teow, mee hoon, and mee.) | Cut into short pieces | Carbohydrate |
| | Wheat cereals and soft bread (observe for allergies) | Small bite-sized pieces | Carbohydrate, protein, fibre, B-vitamins, folate, thiamine, iron, and etc. |
| | Banana, papaya, mango, apple, pear, and orange. Chopped vegetables, including green leafy vegetables. | Soft food in bite-sized pieces Juices don't need to be diluted but don't add additional sugar. | Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre. Folate, iron, zinc, vitamin A, C, and K. |



Some pointers to take note:

- When a new food is introduced, serve the same new food for 3-7 days and observe for any potential allergic reaction. Same goes for new accompanying food, which you are mixing with the carbohydrate, like porridge. If your baby shows signs of dislike, don't give up. Try again another day for the next few days, as he may not be used to it.
- When giving fruit juices, dilute it with equal amount of water to thin down the natural sugar content.
- When your baby is about 18 months of age, fruits with edible skin like apple and pear need not be peeled, as the skin is a good source of fibre.
- Avoid giving fruits that are round or slippery, which may cause choking.
- At 1-2 years, your baby can eat the same food prepared for the whole family, easing your kitchen preparation. Bear in mind the salt, sugar, and oil, which are best omitted from your baby's portion. You can first dish out your baby's portion, and then add the necessary flavourings for the adults'. Keep them at a minimum, as you would want to maintain a healthy diet yourself.
- As you feed your baby with table food, they still need to be soft, tender, and in smaller sizes. Hard foods are best skipped than cutting them into smaller pieces to avoid choking.

Here are some other ingredients you can give to your baby to meet his nutritional needs:

| | |
|-----------|---|
| Protein | Meat, fish, eggs, peas, beans, lentils, and etc. |
| Iron | Red meat, liver, prune juice, dark green leafy vegetables, and etc. |
| Zinc | Oysters cooked in porridge or soup (never raw), chicken, beef, peas, beans, lentils, and etc. |
| Calcium | Oysters cooked in porridge or soup (never raw), chicken, beef, peas, beans, lentils, and etc. |
| Vitamin A | Dairy products, liver, eggs, carrots, pumpkins, papaya, and etc. |
| Vitamin C | Orange, papaya, tomato, guava, and etc. |
| Folate | Dark green leafy vegetables, peas, orange, and etc. |

There will be days when dads have to play chef. Not sure what these preparation terms mean?

The tips in the table below should come in handy for daddy chefs!

| METHOD | WHAT IS IT | RECOMMENDED FOOD |
|----------|---|--|
| Boiling | Heating liquid (usually water) with solid food placed in it | Boil vegetables (e.g. carrot, spinach, and celery) to make vegetable stock that can be added to porridge. Chicken and meat can also be boiled. Not recommended for vegetables and meat to be eaten after boiling, as nutrients will be lost in the water. |
| Steaming | Heating a stack of containers on a rack, above boiling water. | Harder fruits and vegetables, e.g. pumpkin, carrot, and apple. Also consider chicken, meat, eggs, and peas. |
| Mashing | Squashing soft food with a fork or masher until it turns into a smooth paste | Banana, steamed pumpkin, potato or sweet potato, peas, carrot, cauliflower, and tofu. If the texture is too firm, add some expressed breast milk or stock when mashing. |
| Pureeing | Using a blender to turn food into a soft, runny paste. | Harder fruits and vegetables, e.g. pumpkin, carrot, and apple. Also consider chicken, meat, eggs, and peas. |
| Juicing | Extracting the juice from fruits and vegetables by blending the latter with water, then straining the fibre out and leaving the liquid. | Steamed fruits (apple and pear) and hard vegetables (carrot, pumpkin, and cauliflower) |

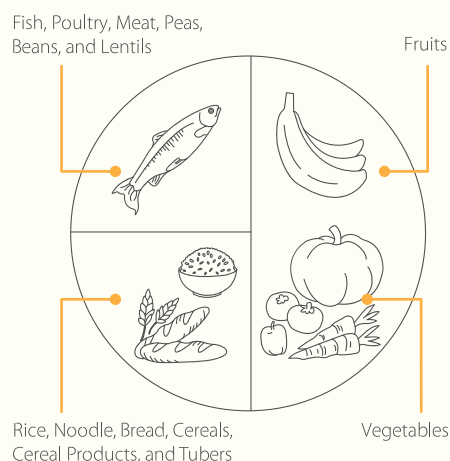
BMV isn't the only rule for eating healthily as you prepare food for your baby and yourself; there are also other principles that you can adopt:

- A variety of rainbow colours of fruits and vegetables, with the assorted colours—yellow or orange, red, white or brown, green and blue or purple offering its respective health benefits.
- Healthy cooking methods, with steaming, boiling, and blanching involving very little oil. Same goes for stir-fry. You can also opt to bake or grill your food. Use an air-fryer for deep-frying since it uses little to no oil; keep deep-frying to a minimum, as there is a lot of oil consumption and cleaning up is tedious.

HEALTHY EATING FOR ALL

The Ministry of Health Malaysia officially unveiled the Malaysian Healthy Plate in 2016, a visual tool that shows the proportion of food groups to be eaten during a meal to achieve a balanced and healthy diet.

MALAYSIAN HEALTHY PLATE



#QUARTERQUARTERHALF

In addition, the Malaysian Healthy Plate Guidelines incorporate five key recommendations/messages, accompanying the Malaysian Healthy Plate visual to

guide Malaysians to changing dietary habits towards healthier eating patterns and combat non-communicable diseases.

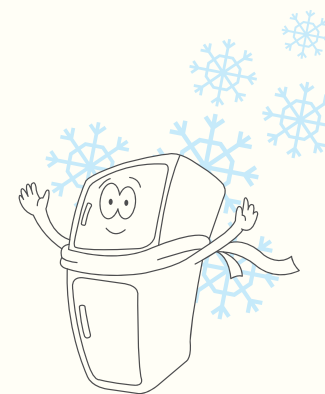
1. Consume three (3) regular, healthy main meals every day.
2. Consume 1-2 servings of healthy snacks between meals when necessary.
3. Consume at least half your grains from whole grains.
4. Consume non-fried and santan-free dishes every day.
5. Consume home-cooked foods more often.

FOOD STORAGE TIPS



STORE IT ASAP!

Fresh foods, which are perishables, spoil quickly. These items should be bought last during grocery shopping and kept in the fridge or freezer once arriving home; never do groceries and run other errands with your purchases left inside the car.



STRAIGHT TO THE FREEZER

Freezing prevents microorganisms from multiplying and spoiling the food; it also preserves the food texture. The temperature should be set at -18°C ; keep foods that you don't cook immediately or anytime soon, such as fish, poultry, meat, shellfish, frozen vegetables, and etc.

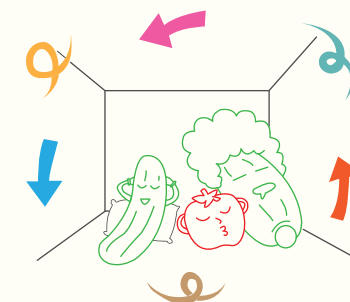
If you have a large amount of food to be frozen, packed them separately according to cooking portions, so that you only thaw the portion you need; thawing and refreezing invites food poisoning!



STRAIGHT TO THE FRIDGE

Refrigerating foods has a different purpose. The ideal temperature should be between $4-5^{\circ}\text{C}$; any temperature higher/warmer spoils the food quickly, and lower/cooler freezes the food instead. Fruits, vegetables, juices, and eggs should be kept in the fridge to expand their lifespan. When cooking

something from the freezer, transfer them to the fridge for thawing overnight; place the frozen food at the bottom shelf of the fridge to prevent any liquid from dripping onto other food. Marinated food should go to the fridge and not left in room temperature.



If you store leftover meals from the day before, avoid putting raw and fresh food with that cooked food; containers for keeping leftover food should be covered to prevent cross-contamination.



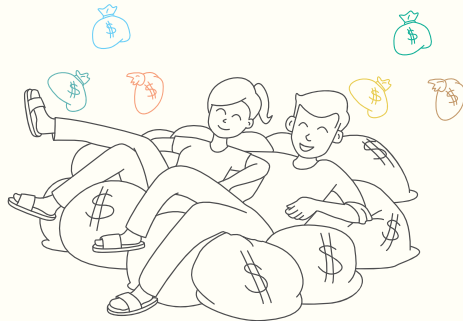
CLEAN AND DEFROST YOUR FRIDGE REGULARLY

Keep the fridge sanitised by cleaning the inside and outside surfaces with warm, soapy water, regularly, every month; clean right into the corners of your fridge. For odour-control, use baking soda and warm water. If your fridge fails or the power goes off, keep the fridge and freezer doors closed; avoid opening it unduly. This way, the fridge will keep food cold for about four hours.

Budgeting for your baby

RAISING A BABY INVOLVES A GREAT AMOUNT OF EXPENDITURE. WITH RISING HEALTHCARE AND LIVING COSTS, IT IS BECOMING EASIER TO EXCEED YOUR BUDGET.

HERE'S A LOOK AT WHAT YOU CAN DO ABOUT IT:



START SAVING EARLY

Every bit you put aside now goes a long way toward easing your financial burden later, such as an unforeseen spending to cure an illness.

PLAN AND STICK TO YOUR BUDGET

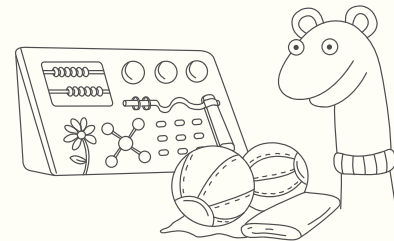
Plan ahead and shop in bulk during a sale, but shop smart. Bulk purchase is not practical when the baby is in the middle of toilet training, as he no longer needs those essential items, always check the expiry dates before purchasing.

GO FOR HAND-ME-DOWNS

Chances are that they would be willing to give them away. Make sure to take good care of them, so that you can pass them on to others.

CURB IMPULSE SPENDING

Mum and baby fairs can be a fascinating place to visit, but be sure to have a shopping list or you might end up buying things you don't need simply because they are cheap; same goes for grocery shopping.



HARNESS YOUR CREATIVITY

Most parents tend to spend a lot on toys. Rather than buying expensive toys, it is more fulfilling for you to make them. Set aside some time every weekend for little toy-building! Here are some ideas to get you started:

- Make sock puppets and stage a play. Your little one can play along as he grows.
- Make a ball out of old clothes. He can have fun cuddling or throwing it around!
- Make an activity board. This would definitely attract his attention for hours on end!

You could also get inspiration from window-shopping! Visit the baby's section at a toy store. With different types of toys to offer, you would be able to come up with new DIY ideas; peek at the toys' recommended age range to have a better idea of the suitable toy that appeals to him as he grows.

THE BABY WANTS YOU!

Now knowing how you could have a baby without breaking your bank, there's one more thing you should know - the baby doesn't care about that at all! Just make sure you spend quality time with him, without any form of distractions.

Note:
Be sure to keep the "The Secret to My Modern Parenthood" guide with you at all times!

Importance of Vaccination (From Types to Schedules)

VACCINATION HELPS PRIME THE BODY'S IMMUNE SYSTEM AGAINST A SPECIFIC DISEASE. TO BE SAFE, YOU SHOULD ENSURE THAT EVERYONE WHO IS IN CLOSE CONTACT WITH YOUR BABY IS UP-TO-DATE ON THEIR VACCINATIONS.

THE MALAYSIAN NATIONAL IMMUNISATION PROGRAMME (NIP)

| AGE | TYPES OF IMMUNISATION |
|-----------|---|
| AT BIRTH | BCG Dose 1, Hepatitis B Dose 1 |
| 1 MONTH | Hepatitis B Dose 2 |
| 2 MONTHS | DTaP Dose 1, Hib Dose 1, Polio (IPV) Dose 1 |
| 3 MONTHS | DTaP Dose 2, Hib Dose 2, Polio (IPV) Dose 2 |
| 4 MONTHS | Pneumokakal Dose 1 |
| 5 MONTHS | DTaP Dose 3, Hib Dose 3, Polio (IPV) Dose 3 |
| 6 MONTHS | Hepatitis B Dose 2, Measles Dose 1*, Pneumokakal Dose 2 |
| 9 MONTHS | MMR Dose 1, JE Dose 1** |
| 12 MONTHS | MMR Dose 2 |
| 15 MONTHS | Pneumokakal Dose Booster |
| 18 MONTHS | DTaP Booster, Polio (IPV) Booster |
| 21 MONTHS | JE Dose 2** |
| 7 YEARS | MR DOSE 2, DT BOOSTER |
| 13 YEARS | HPV DOSE 1 & 2 |
| 15 YEARS | Tetanus Booster, PCV |

*Sabah Only **Sarawak Only

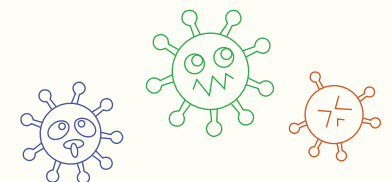
RETURN OF VACCINE PREVENTABLE DISEASES (VPD)

In Malaysia, many VPDs have started to resurface. One intervention can prevent these statistics from becoming widespread and worse: vaccination. Diseases such as diphtheria, pertussis, and polio were hardly seen for many years, but lately, outbreaks have been reported. In fact, polio has been entirely eradicated from Malaysia for decades, however just in the recent months, two children in Sabah had been diagnosed with polio – both were not vaccinated*.

*Source: <https://www.thestar.com.my/news/nation/2020/01/10/two-more-new-polio-cases-confirmed-in-sabah>.

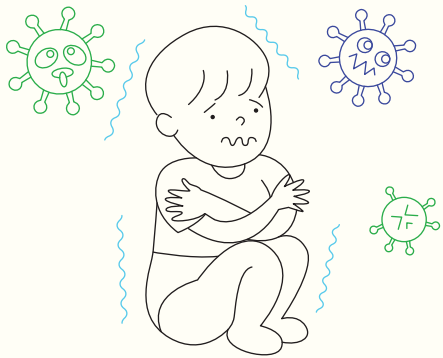
PNEUMOCOCCAL VACCINATION

Pneumococcal vaccination that is not entirely within our NIP. According to the Department of Statistics Malaysia 12.7% of overall deaths in Malaysia in 2017 were caused by pneumonia. Pneumonia is the second leading cause of death after ischaemic heart disease in Malaysia. Globally, pneumococcal disease is the leading cause of vaccine-preventable deaths in children under five.



INFLUENZA

Influenza is a highly contagious viral infection that is similar to the common cold. The flu virus affects the respiratory system, i.e. the nose, throat and lungs. Common signs and symptoms include fatigue, body aches and chills, cough, sore throat, fever and gastrointestinal problems. Influenza can sometimes lead to serious complications such as pneumonia, meningitis/-encephalitis, and even muscle inflammation.



Getting the annual flu vaccine is the most effective method of preventing influenza and its complications. Influenza vaccines are updated annually to target the specific influenza strains that are currently circulating. This is because of changes in circulating strains, mutations in the influenza virus, and waning immunity from earlier vaccinations.

Vaccination also helps protect infants below 6 months old (who are too young for flu vaccinations) via 'herd immunity', i.e. when the people around your infant are vaccinated, there is a lower risk of him catching the flu.

CHICKEN POX (VARICELLA) & SHINGLES.

For children (and adults with immuno-compromised system), it is also advisable to obtain the chicken pox and shingles vaccination. Chickenpox or Varicella is a common and contagious disease of childhood, occurring most frequently among children ages 6 to 10. Chickenpox is caused by the varicella-zoster virus. Once the virus enters the body, it starts replicating in the respiratory region, which is its route of entry, and the regional lymph nodes, within 2-3 days. The virus then enters the blood stream and further replicates in the liver, spleen and other organs. Most of us develop lifetime immunity against chickenpox after the first infection. The virus will become inactive and stays in our nerve cells near the spinal cord, only to come out earlier as shingles before the immunity drops.



ROTAVIRUS

Rotavirus is the most common viral cause of diarrhoea in infants and children worldwide, according to the US Centres for Disease Control and Prevention. Before the development of a vaccine, almost all kids will develop a rotavirus infection by the time they are five years old.

Most rotavirus infections can be treated at home with extra fluids to prevent dehydration. However, more serious cases of infection can cause you or your child more than just urgent and perpetual runs to the bathroom.

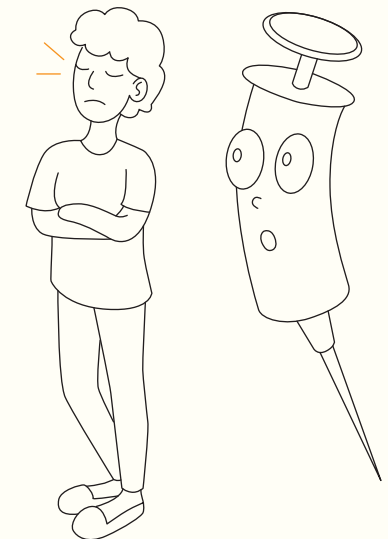
Diarrhoea cases caused by rotavirus can result in gastroenteritis, a potentially severe infection that could lead to severe and dehydrating diarrhoea in infants and young children. It is estimated that about 500,000 children worldwide die from diarrhoea caused by the virus every year.



So, what's the common thread that ties them together?

ANTI-VAXXERS (ANTI-VACCINATION LOBBYISTS/GROUPS)

It seems shocking that well into the 21st century there is still a movement against vaccination, these days commonly known as anti-vaxxers. The reappearance of VPDs has coincided with this growing refusal among parents to vaccinate their children because rumour and misinformation is widespread, especially on the Internet. However, the consequences of refusing to vaccinate can be severe, with potential loss of life. You or your child may also become a carrier and spread the disease. The World Health Organization has listed vaccine hesitancy as one of the top 10 threats to global health!



SOME COMMON MYTHS INCLUDE:

MYTH 1

VACCINATED PEOPLE ARE MORE LIKELY TO GET INFECTED:

Since a majority of the population is vaccinated, this statement may seem to be true. However, this does not mean that vaccines do not work.



In general, vaccines are between 85-95% effective in preventing disease; some people are less responsive to vaccines than others. The 2019 diphtheria outbreak in Malaysia was among individuals who failed to complete their vaccination course or were unvaccinated. The increasing numbers of vaccine refusal has also weakened herd immunity.

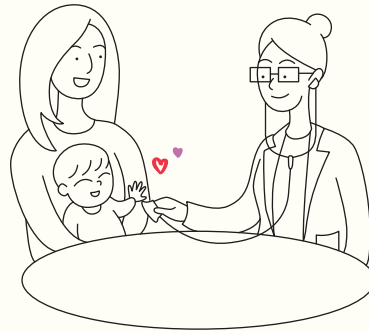
What is Herd Immunity?

When more people are vaccinated, it reduces the chances of the disease being spread or transmitted to those around them, whose immune system is still weak or have not completed their vaccination course.

MYTH 2

VACCINES CAUSE AUTISM:

In 1998, a study with speculative conclusions made this claim based on 12 autistic children as the research subjects. The scientific community rebuked, rebutted and censured it extensively as the study had no proper logical or scientific evidence.



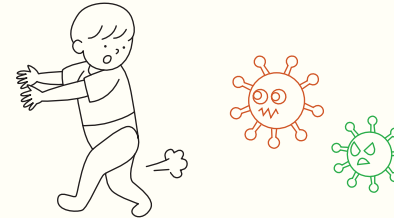
MYTH 3

VACCINES CONTAIN NON-HALAL INGREDIENTS:

The production of some vaccines may involve the use of certain enzymes of porcine origin. However, analysis of the final vaccine product using a process called polymerase chain reaction (PCR) shows a complete absence of porcine DNA, thus all vaccines within the NIP are considered permissible in any religion.

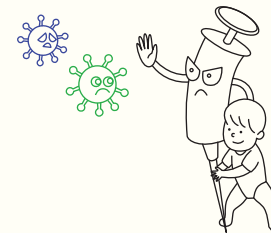


Children, especially infants, are more vulnerable to infectious diseases as their immune system is still developing. Vaccinations serve to prep their immune system against specific diseases that are known to be dangerous and even deadly.



VACCINATIONS HELP:

PREVENT THE SPREAD OF DANGEROUS CHILDHOOD DISEASES



REDUCE THE SEVERITY OF SYMPTOMS



It will also benefit your child if your family leads a healthy lifestyle for his immune system to function optimally.

GOOD HYGIENE IS ESSENTIAL

With occasional outbreaks of hand, foot and mouth (HFMD) disease, flu, and chickenpox, it's important that you stay alert for any signs of illness in your infant/child. While vaccinations can help prevent diseases, it's still crucial to maintain good personal hygiene. Teach your child the value of washing hands, and how to do it right. Lastly, remember that even adults can get these diseases, so don't be complacent about your own hygiene!



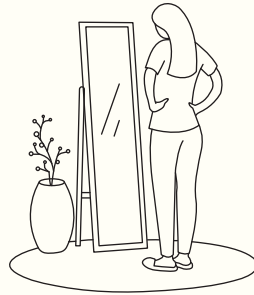
VACCINATE BEFORE TRAVELLING

If you plan to travel (with or without baby), check with your doctor to determine if you need to be vaccinated as some diseases are endemic to certain countries or regions. The influenza vaccine before travel is a good idea.



Getting Back in Shape

PREGNANCY IS A UNIQUE EXPERIENCE, BUT AFTER DELIVERY, IT'S TIME TO GET BACK IN SHAPE. ALL IT TAKES IS EXERCISE, AND PROPER DIET AND NUTRITION.



EXERCISE



Regular exercise after pregnancy will help improve or maintain muscle tone. But give your body time to heal first (up to your 6-week check-up) before you start.

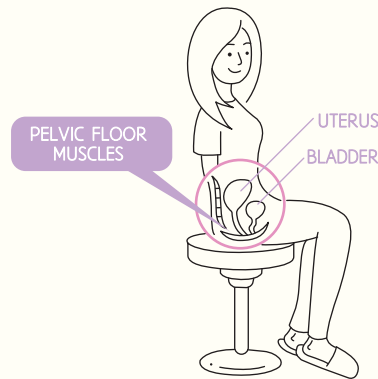
Start off with light exercises and monitor your body's condition. Take things easy and gradually work your way up to your usual exercise routine. This gives your body, especially the pelvic floor and tummy muscles, more time to recover and regain strength. This process will normally take between 12 and 16 weeks after giving birth.



GETTING STARTED!



- Start with low-impact exercises, e.g. Yoga, pilates, or swimming. You can also head to the gym to use elliptical trainers, stair-climbers or weight machines.
- For gym-rats, start with lighter weights than you would normally train with, and with fewer reps/sets than usual.
- Aim for short intervals (5-10 minutes of exercise) and rest as often as you need to.
- Work out these two important muscles:



- o **Pelvic floor muscles:** These muscles hold the bladder, bowel, vagina and uterus in place. To start, empty your bladder then tighten your muscle as if you're holding in your pee.

- o Recommended to be done while sitting in a comfortable position (e.g. while driving, at the office, etc):

- Start by picturing the pelvic floor muscles
- Squeeze/contract the muscles
- Hold for 3-5 seconds
- Release & relax the muscles
- Repeat 10 times

Do this for a total of three times in a day.



- o **Transverse abdominal (TA) muscles:** Locate this muscle by coughing once. The muscle that contracts is your TA. You can work it while doing any exercise – just focus on contracting it on every exhalation. Remember to breathe freely – there's no need to hold your breath! Another exercise is to tighten your abdominal wall – imagine using it to touch your spine. Hold for 10-counts, relax for 10-counts, repeat 10 times. Do this 3-5 times throughout the day.



- Slow down or stop if you experience pain or discomfort. Don't overexert yourself!
- Stay well hydrated throughout your exercise routine.

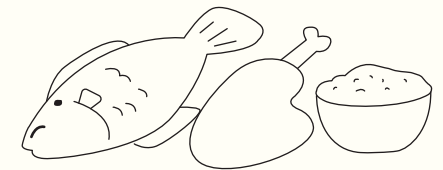
DIET & NUTRITION



Mums would need about additional 500 calories per day. Not sure how much that is? Your hunger will guide you on how much to consume but stick to healthy choices. Don't worry though! Breastfeeding burns 400-600 calories, so all the more reason you should breastfeed! Drastic weight loss is NOT recommended as it can decrease milk production.

MEAL PLANNING

Plan for five smaller meals throughout the day instead of three main meals. It's fine if you need to follow certain confinement dietary rules provided you continue eating a healthy and nutritionally balanced diet:



- Protein from fish, poultry, red meat, legumes



- Calcium from milk and milk products (especially breastfeeding mums)



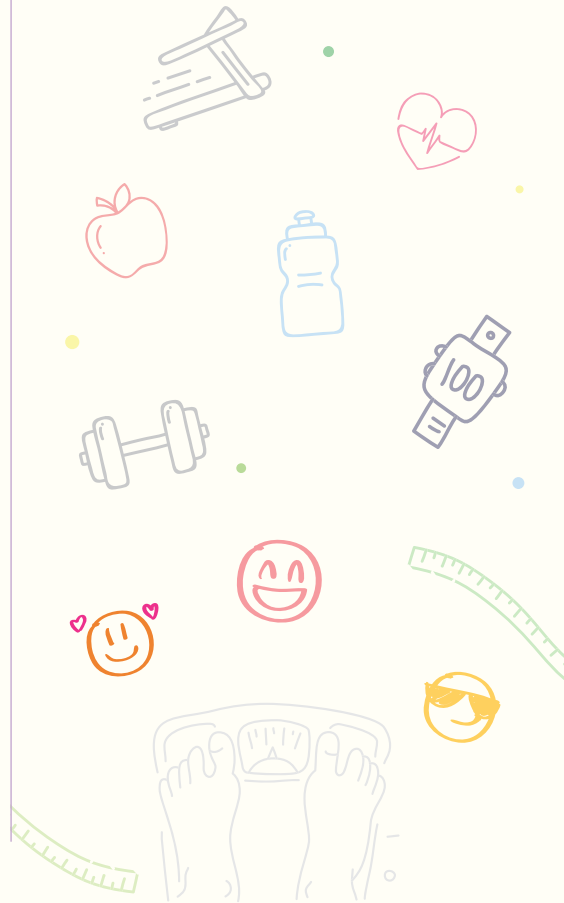
- More fibre in your diet with fresh fruits and vegetables



- Supplements can help if you have limited quality food intake (e.g. due to food allergies, etc) but only with doctor's prescription. Real food provides a whole host of other micronutrients that supplements do not!



- Breastfeeding mums should avoid or limit intake of caffeine and/or alcohol. Cigarette smoke is also harmful to baby, so quit smoking and stay away from smokers



IMPORTANCE OF SUPPORT

Just as marriage is a partnership, so is raising a child. Being pregnant and giving birth will take its toll. New mums have to face the demands of caring for baby, work, sleep deprivation, and many other issues. This often leads to self-neglect of her well-being and disrupts her road to recovery.

Tips for dad: Being supportive hubby is important. Superdad can change diapers, warm up breastmilk, wash feeding bottles, do household chores, or lend an ear to mums while giving light massages. Remember to ask often what else you can help with. Having a baby is sharing the bundle of joy, but it also involves sharing the responsibilities with mum!

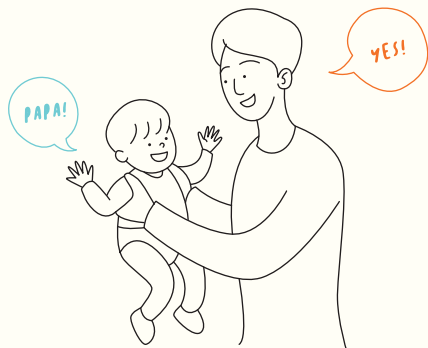


Keeping Up-To-Date with Modern Parenting Methods

PARENTING METHODS, TECHNIQUES, AND RESOURCES CHANGE WITH TIME. AS BABY GROWS, YOU WILL ALSO NEED TO UPDATE YOURSELF ON NEW AND IMPROVED METHODS OF BRINGING UP BABY. REMEMBER THAT CHILDREN ARE WONDERFUL GIFTS TO US AND BABY'S ARRIVAL IS A TIME FOR CELEBRATION!

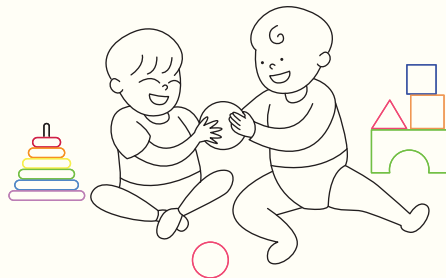
HERE ARE SOME ASPECTS TO FAMILIARISE YOURSELF WITH IN ORDER TO WELCOME BABY'S ARRIVAL:

START COMMUNICATING EARLY:



- Form a habit of talking to baby right from the start. This makes it easier and more natural to talk to him when he is older. Communication is a two-way channel, so be sure to let him have his say, even if it is just baby babble! Also, communication with your child also validates his emotions; he will understand that his thoughts and feelings are real and can be managed and used in a valuable manner. Constantly communicate with him as he grows up, and always listen to his responses or feedback. Have to show parents that babies can see and hear from a few days in life.

ENCOURAGE SOCIAL SKILLS:



- Arrange or join baby play groups. They are useful for your baby to learn how to interact with his peers and develop the appropriate social skills. As your child gets older, social skills through playtime allows him to build his character and values, and more importantly, he will have the opportunity to learn how to take turns, respect others and follow rules. Free play (or messy play!) also encourages creativity and nurtures critical problem-solving skills.

RIGHT BEHAVIOURS AND MANNERS:



- This helps baby develop the ability to empathise and be compassionate to others. Be a role model by demonstrating the right behaviours that you want him to pick up – do this consistently during play or any part of daily life. Give him encouragement with sincere praise when he does something right. Even when something goes wrong, instead of berating him, encourage him to do better in a positive manner.

BEFORE STARTING WORK AFTER MATERNITY LEAVE

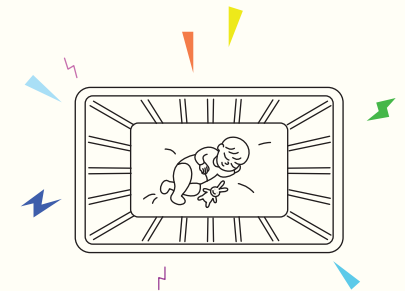


Before you go back to work, you can make some preparations to minimise the disruption to baby's routine. Start by easing your baby into his new routine – spend a little time with your baby at the caregiver's place or day-care to let him become familiar with his new environment.

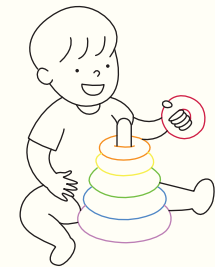
There are three important considerations when deciding on day-care:



- a caregiver who will provide your baby with proper care,



- a setting that keeps your baby safe and healthy, and



- suitable activities to help baby develop mentally, physically, socially and emotionally.

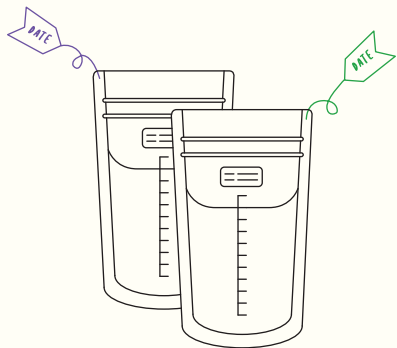
When the routine starts, let baby settle in before leaving. Let him have his favourite toy, blanket, or pillow to help comfort him. Let your spouse help as much as possible too.

However, if baby remains unhappy or is unable to adjust, you may need to make other arrangements for his care while you are at work.

BREAST MILK FOR BABY

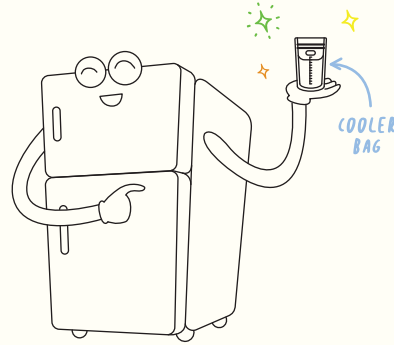


Invest in a quality breast pump and practise at home until you can express breast milk comfortably and with ease. Be open with your employer and ask for a designated area where you can express your breastmilk privately. Advise to start expressing & storing breast milk about 2 weeks before starting work.



Store your expressed breast milk in a refrigerator or bring an easy-to-carry cooler bag for convenience. Don't forget to label the expressed breast milk with date and time.

Store them in the refrigerator/freezer, or an insulated cooler with ice packs. Use the oldest stored milk first.



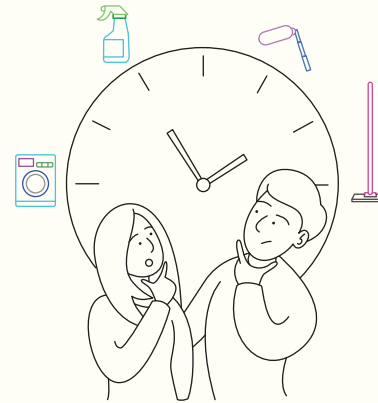
| 'EXPIRY' DATE OF BREAST MILK | |
|---|-------------|
| STORE IN | USE WITHIN |
| Room temperature (25°C) | 6 hours |
| Insulated cooler bag with ice packs | 24 hours |
| Refrigerator (4°C) keep it as far from the fridge door as possible | 5 days |
| Freezer (single door fridge) | 2 weeks |
| Freezer (multi-door fridge with dedicated freezer – normal use) | 3 months |
| Freezer (multi-door fridge with dedicated freezer – seldom opened) | 6-12 months |

Thaw frozen breast milk by leaving it in the fridge overnight, then warm it by immersing the bottle in a bowl of warm water. Never use a stove or microwave as this will destroy the nutrients. Any leftovers should be finished within 2 hours or disposed of.



Note: Learn more on how you can breastfeed with confidence in [Chapter 5](#) of this Guidebook.

FIND A WORK-LIFE BALANCE THAT WORKS



Start by setting your priorities according to what you deem important and working things out based on that. Working extra hours may be unavoidable, so you will need to plan around this.

However, know your own limits and make a stand if work begins affecting your health negatively. As they say, it takes a village to raise a child! Ask for help from family members whenever necessary. It's important to make the time for your loved ones by spending quality time with them, but at the same time, remember to take care of your own health.



Simplify household chores by using methods of cleaning that are convenient (such as using anti-bacterial wipes) and most importantly, do not forget the importance of bonding with your lil' one through all five senses. The key is effortless parenthood, happiness under one roof.



Note: Find out more in [Chapter 19](#) for more handy tips on bonding through baby's five senses. Also, to find out more on how to clean smart, read on in [Chapter 14](#).

POSTFACE

by Datuk Dr Zulkifli Ismail
Chairman, Positive Parenting Programme
Past President, Malaysian Paediatric Association



THE SILVER LINING

The COVID-19 pandemic has changed and will continue to change the world and the way we work, rest and play. As we grapple our way through this, the first thing that comes into mind is hygiene and keeping ourselves and the ones we love, safe. COVID-19 restrictions, or the new normal, have gone on long enough for us to establish new habits.

The COVID-19 experience will have taught people different things, but for almost all of us, it has shown that we can quickly change our daily routines. With a little bit of reflection, planning and action we can come out of the COVID-19 experience with a more adaptive mindset. This will help us to buffer the shock of new challenges and increase our sense of control over our lives and allow us to directly focus on life's opportunities and possibilities.

The key point is not to get stuck with this prolonged social isolation, but to keep working through, towards what the future may bring, even if only tomorrow, with little steps and little plans.

Positive Parenting's message to all parents is whether at home or anywhere else, staying in control of your well-being and the safety of your loved ones is what happiness is truly made of.

We would like to express our sincere appreciation to Kao Malaysia for supporting Positive Parenting, in enabling us to achieve a mutually beneficial aim – to create a safe, happy and healthy home environment, where all families can thrive in.

Datuk Dr Zulkifli Ismail



Positive Parenting

About Positive Parenting

Positive Parenting is the **Official Parenting Educational Arm of the Malaysian Paediatric Association** since Year 2000.

Being a wholly Expert-driven initiative, Positive Parenting offers unparalleled guidance by key healthcare professionals from various professional bodies on all aspects of parenting, childcare, paediatrics, child development, family wellness and so forth, to help you as you lead your child in unlocking the doors of his future.

Positive Parenting is Malaysia's **most authoritative reference** relied upon by Malaysian parents as their trusted companion through the journey of parenthood.

For more parenting tips from Experts, visit our website: mypositiveparenting.org, or like us on Facebook to receive updates: www.facebook.com/mypositiveparenting. Also, look out for our regular Positive Parenting column in The Star, Harian Metro and Oriental Daily!

Interested to receive a complimentary issue of Positive Parenting Guide? Subscribe with us via



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**YES PPG <space> name <space> mailing address
<space> email address to +6011 2570 6398**



parentcare@mypositiveparenting.com

We look forward to continuing to be the trusted resource through your parenting experiences & journey.

Never Miss a Moment

THIS JOURNAL LETS YOU DOCUMENT MEMORABLE EVENTS EXPECTED TO UNFOLD WITHIN THE FIRST YEAR OF YOUR BABY'S ARRIVAL. BY DOING SO, YOU COULD LOOK FORWARD TO REVISITING THOSE PRICELESS MOMENTS IN THE FUTURE.

THE NEW PARENT MONTHLY JOURNAL

Celebrating your baby's growth and development with us.



The Birth of Happiness

FINALLY! WELCOME TO THE FAMILY.
MUMMY AND DADDY HAVE BEEN WAITING LONG.

WE'RE NAMING OUR PRINCE(SS)

ARRIVED ON (DATE)

ARRIVED AT (TIME)

WEIGHING (WEIGHT)

MEASURING (LENGTH)



Baby's Firsts

OUR LIL' ONE'S MILESTONES

FIRST TIME

FIRST TIME

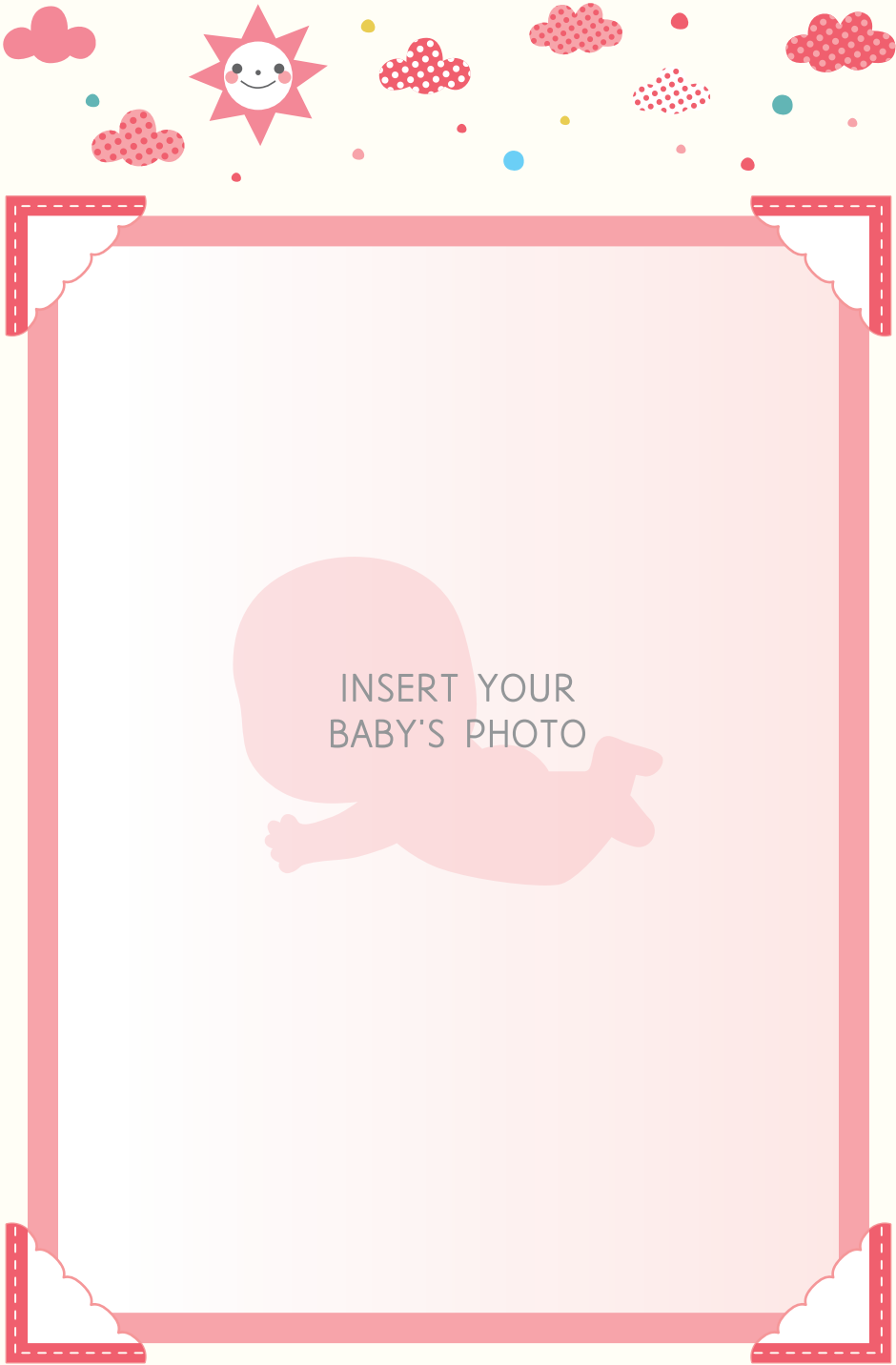
FIRST TIME

FIRST TIME

FIRST TIME

FIRST TIME

FIRST TIME



First Year of Arrival - Month One

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Two

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Three

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Four

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

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MOMENT



First Year of Arrival - Month Five

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MOMENT



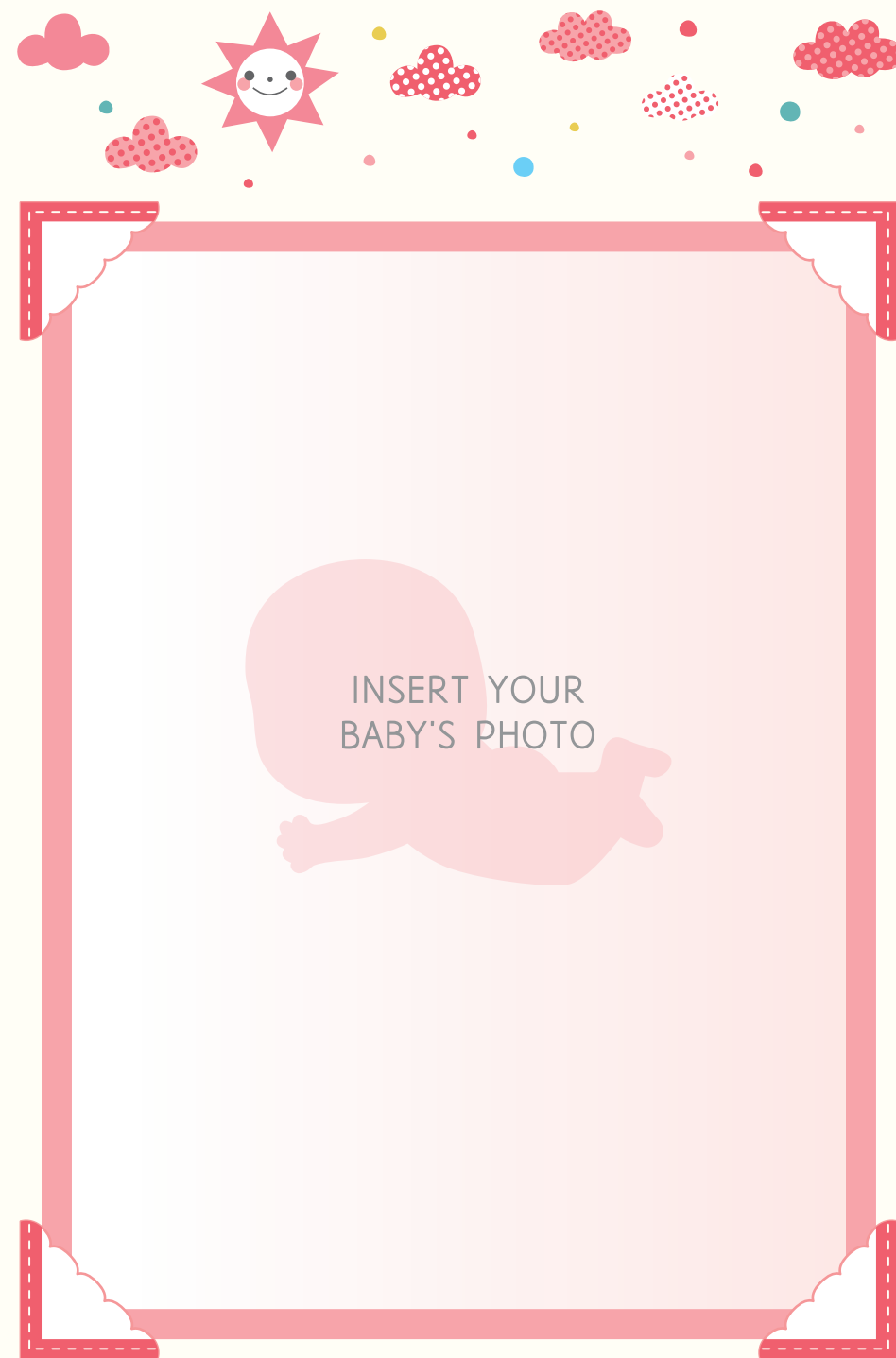
First Year of Arrival - Month Six

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Seven

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Eight

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HEIGHT

MOMENT



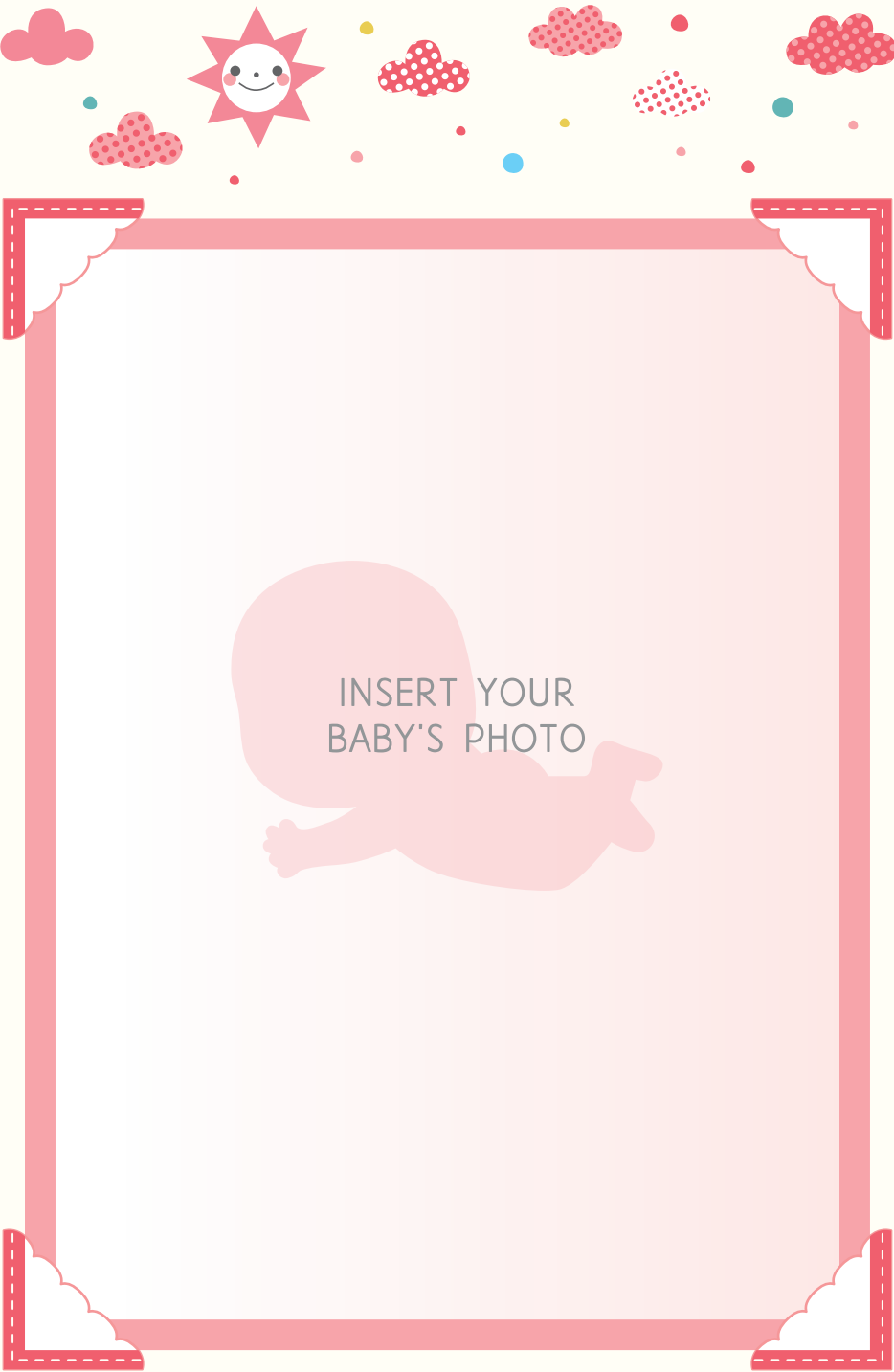
First Year of Arrival - Month Nine

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Ten

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Eleven

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Twelve

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



Other Memorable Moments

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Other Memorable Moments

Other Memorable Moments

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Other Memorable Moments